35 Cents

31st YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

DECEMBER 18, 1961

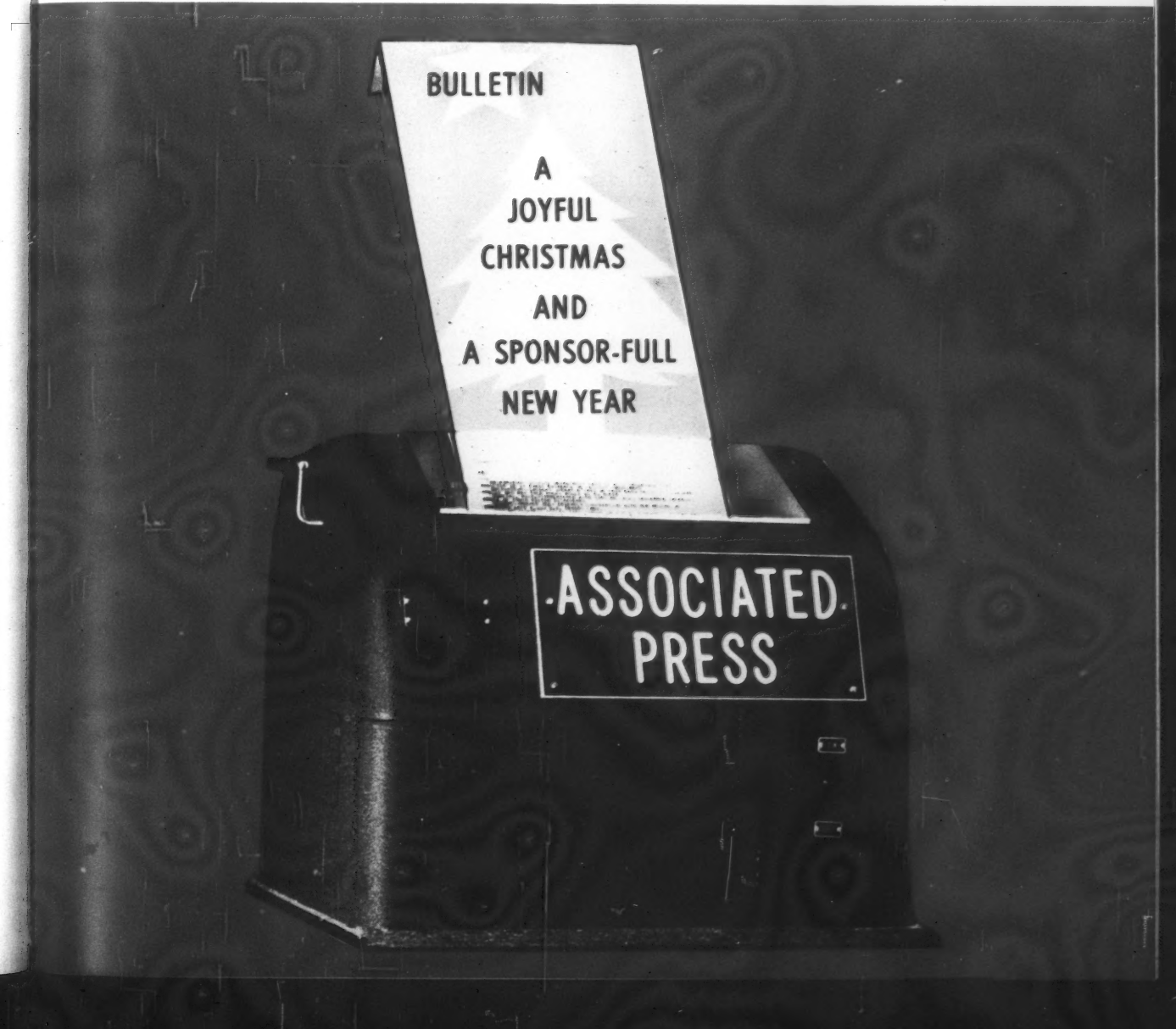
High radio figures for '60 were matched in '61, exceeded in some areas, survey shows . . . 31

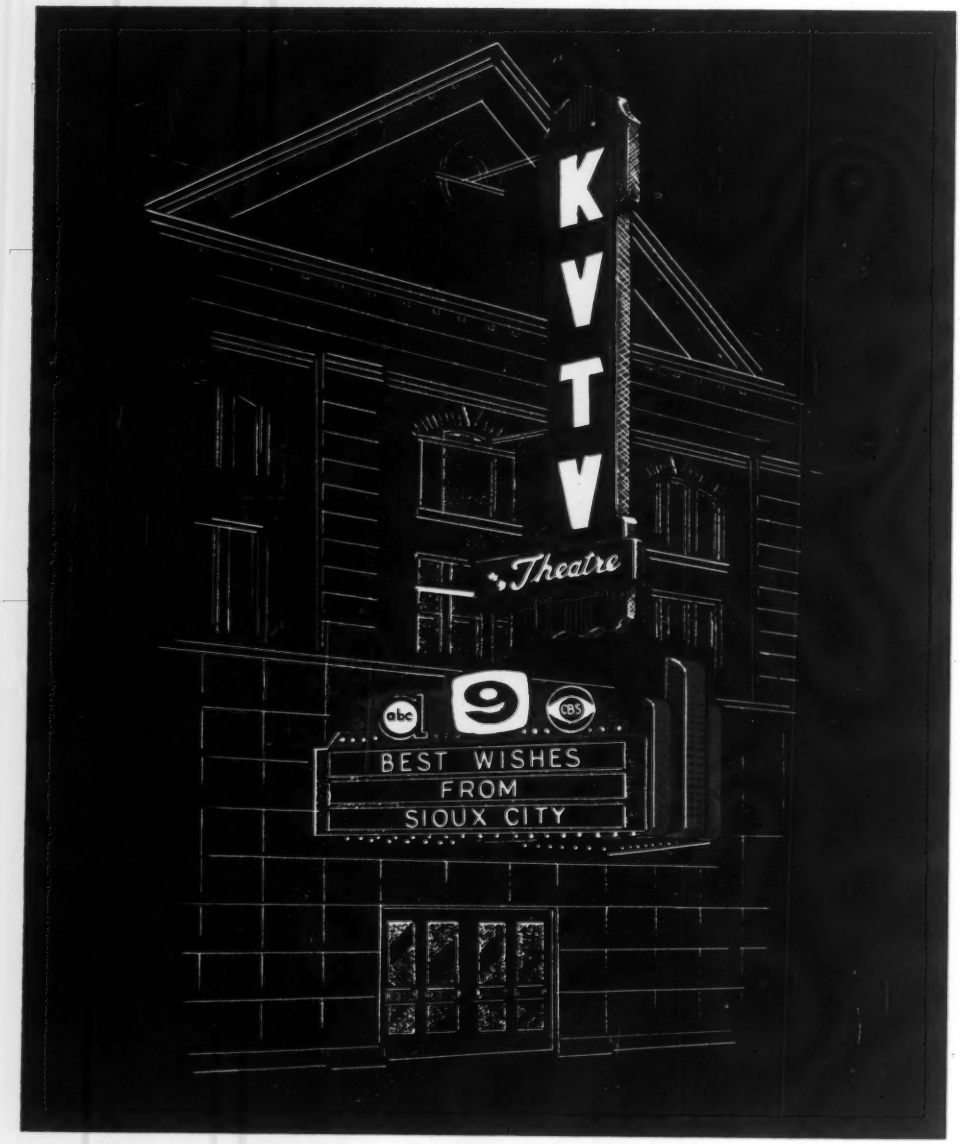
FCC considers impact of catv on tv outlets in denying microwave bid 72

FCC examiner 'reluctantly' turns thumbs down on Kingstree renewal application 74

Census Bureau finally releases '60 figures on U. S. radio-tv set ownership 34

COMPLETE INDEX PAGE 7





SEASON'S GREETINGS

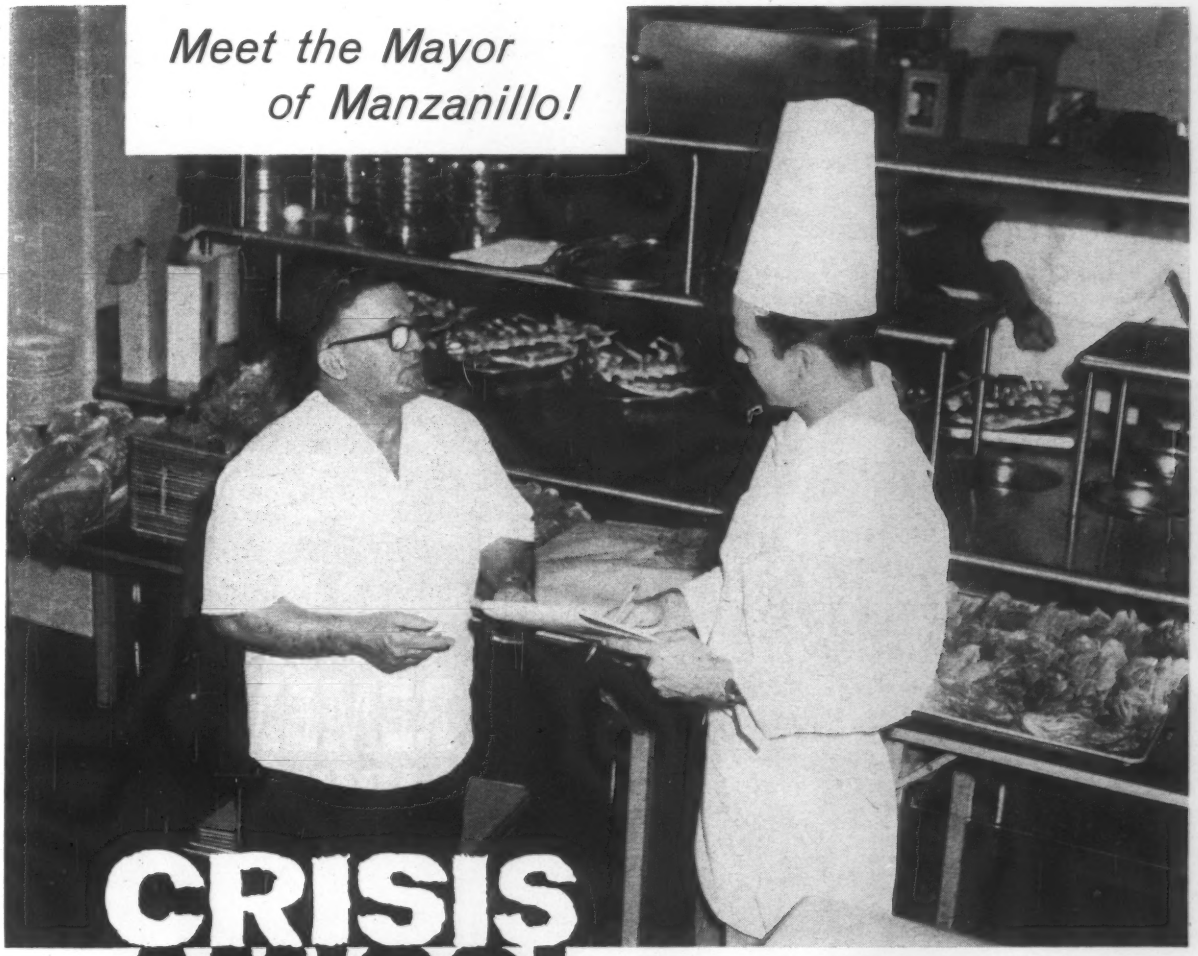
KVTV

CHANNEL 9 • SIOUX CITY, IOWA

CBS • ABC

PEOPLES BROADCASTING CORPORATION

KVTV	. . . Sioux City, Iowa
WNAX	. . . Yankton, South Dakota
WGAR	. . . Cleveland, Ohio
WRFD	. . . Columbus-Worthington, Ohio
WTTM	. . . Trenton, New Jersey
WMMN	. . . Fairmont, West Virginia



CRISIS AMIGO!

On the left, the honorable José Corana, former Cuban Congressman and Mayor of the City of Manzanillo, now head dishwasher at the plush Diplomat Resort & Country Club.

His Honor, Corana, and some 65,000 other Cuban expatriates currently settled in South Florida, have exploded a crisis...social, economic and educational.

On Tuesday, December 5th, WCKT presented "CRISIS AMIGO!", 8:30 to 9:00 PM. The WCKT News Team probed this story in the Nation's Capital among the Cubans and wherever the investigation led. The purpose was to cut through the oceans of sentiment, political foam, statistical walls and uncoordinated welfare: to see the problem and examine proposed solutions.

Once again, a WCKT Documentary has employed "New Force" journalism — citizenship and showmanship — to serve community needs dramatically and decisively. "CRISIS AMIGO!" is "New Force" journalism in the finest WCKT tradition.

BISCAYNE TELEVISION CORPORATION

WCKT - Channel 7 • Miami • WCKR - Radio 610

Half a century ago, before the advent of television, entertainment and cultural opportunities were limited in scope and available only to a comparative few. Today, in sharp contrast, WGAL-TV regularly presents worthwhile educational, cultural, and religious programs; accurate and informative news and sports coverage; as well as the finest in entertainment, all of which enriches the lives of many thousands of men, women, and children in the WGAL-TV viewing audience.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

Radio revenue leader

No. 1 source of still-mounting local radio revenues is food advertising—but just barely. In close second place is apparel, footwear and accessories category, and close behind that come home furnishings. These current rankings emerged from national survey of radio stations, conducted by BROADCASTING (also see page 31). Automotive products and financial institutions round out big five of local-billings sources.

Open House

One of major decisions facing new Speaker of House when Congress convenes will be policy on radio-tv coverage of committee hearings, prohibited under interpretation of rules by late Speaker Sam Rayburn. House ban had been opposed by several influential committee chairmen, but it stood despite their pleas.

Effective argument on behalf of broadcast reporting is experience of Senate where many key hearings have been covered. At NAB Freedom of Information meeting Dec. 12 it was felt new speaker should be given chance to get settled in important position before formal industry approach is made.

'Hidden sponsorship' inquiry

About 50 radio stations that carry "health expert" Carlton Fredericks received inquiry from FCC last week raising questions of hidden sponsorship and on fairness doctrine. Program is syndicated by C-F Productions Inc. and paid for by stations but FCC charged adjacent spots for mailorder vitamins raise questions under Sec. 317 of Communications Act. FCC said C-F and vitamin firm maintain same New York address, have common principals and that purchasers of Frederick program were promised that cost would be recouped through vitamin spots.

Letter states stations should have known; or made inquiry, about tie-in, which allegedly violates Sec. 317. Recipients of inquiry were directed to reply within 15 days on steps taken to present health views opposing those of Mr. Fredericks and what investigation they had made of vitamin tie-in. First staff draft of letter was rejected by FCC as drawing unwarranted conclusions and asking non-policy questions and document as mailed was toned down. FCC became interested in case after Chairman Newton Minow had queried Harvard Prof. Frederick Stare on "self-styled" radio nutrition experts professor had attacked in speech (BROADCASTING, *Oct. 16*).

MBS-WINS deal dims

Prospect of sale of 40% interest in WINS New York to Mutual Broadcasting System dimmed last week with filing of antitrust suit against Minnesota Mining & Manufacturing, of which MBS is subsidiary. Discussion of acquisition of 40% minority in WINS, with option to purchase all for roughly $12 million; had been held recently. J. Elroy McCaw, owner of WINS, reportedly has had half-dozen other proposals since option held by Storer Broadcasting Co. was dropped (BROADCASTING, Oct. 16). Storer has since purchased WMGM New York.

Spot wins in reshuffle

Wires from Television Bureau of Advertising and letters from stations sent to members of Florida Citrus Commission helped trigger shuffle of $500,000 allocated for print to spot tv in media allocation for first six months of 1962. Agency Benton & Bowles, handling citrus group since 1955, had recommended $500,000 for spot but $1.5 million for print. Vigilance by tv forces, however, aided in media re-evaluation by agency and client. Spot tv now gets $1 million, same amount allocated for print. B&B's appointment—it vied with five other agencies this fall for account renewal—runs up to June 1, 1962.

Loaded?

McCall's, which recently hired Marie Torre, former New York *Herald Tribune* tv columnist, is surveying tv program preferences of 50 prominent persons in business, industry, professions and arts. In covering letter she says that during her columnist days, she discerned that successful people looked to tv not for mental stimulation but for relaxation or "escape" entertainment—westerns, action-adventures, whodunits, music and old moods. She reported they said they were too weary after challenging day to sit through programs that aroused "their thinking processes" and she wondered if it were true of individual solicited.

Here were questions: (1) "What kind of television shows do you prefer (comedy, music, variety, discussion, drama, westerns, private eye, replays of old movies or informational programs about current and historic events)?; (2) Which are your favorite tv programs? (1st, 2nd and 3rd choice); (3) If you do not regularly view news-public affairs (informational) shows, please state why?; (4) How much time do you spend watching tv during a given week; finally Comment."

Moler slated for WMGM

When Storer Broadcasting Co. formally takes over ownership of $10,950,000-WMGM New York early next year, John C. Moler, vice president-general manager of Storer-owner WIBG Philadelphia will become operating head. WMGM call letters under transaction will be relinquished and new call, yet to be assigned by FCC, will be used. Mr. Moler joined WIBG in August 1959. Lionel Baxter, vice president in charge of radio of Storer with headquarters in Miami, supervises all radio operations of Storer.

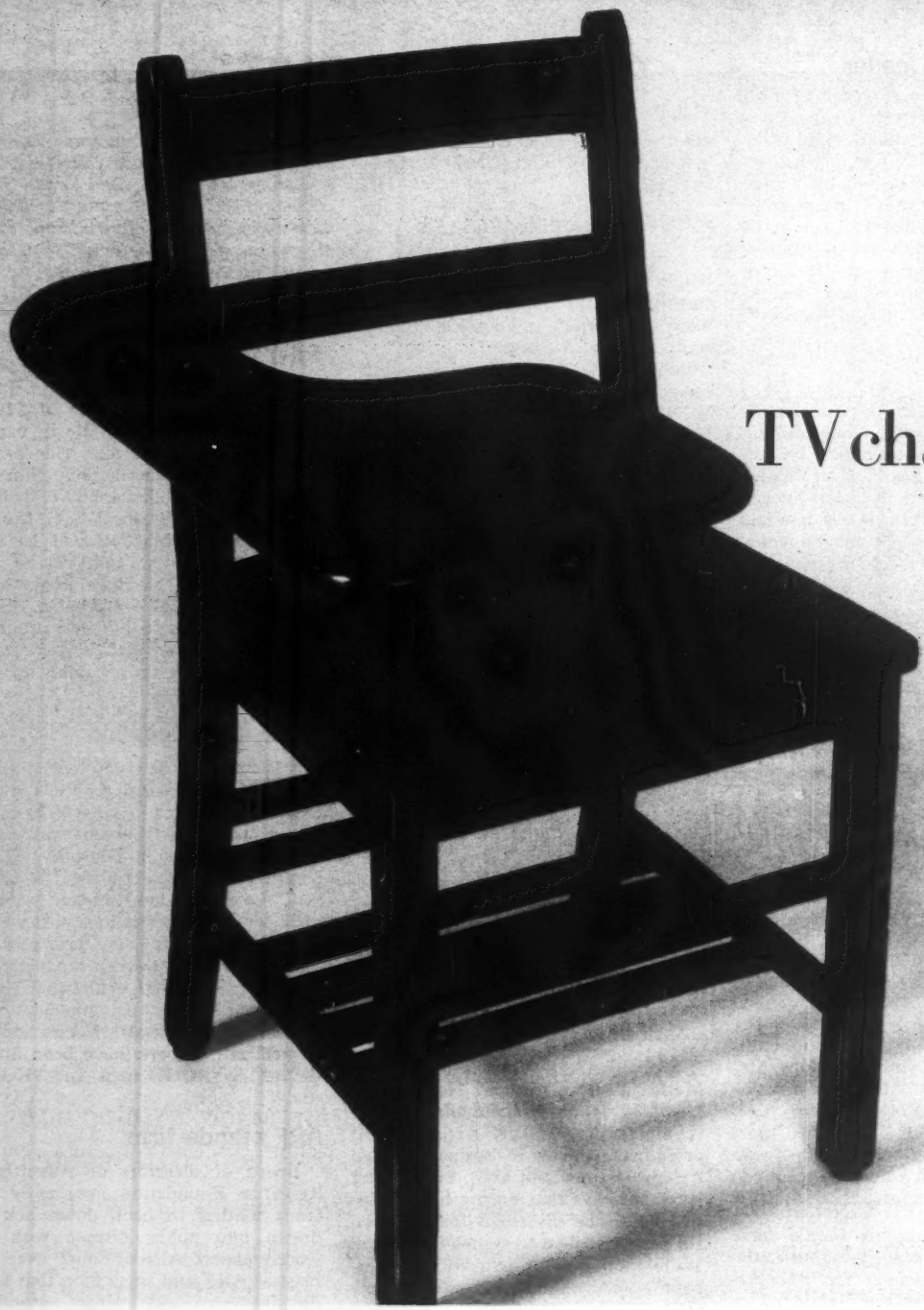
Booz, Allen deadline

If Booz, Allen & Hamilton holds to present schedule, final report in management survey of FCC will be submitted to Budget Bureau and commission last week in February. Consultants, who have established office at FCC, are expected to complete groundwork for recommendations next week. Preliminary report is due last week in January. FCC's own reorganization under congressional enabling legislation is awaiting recommendations. Most of key employes of commission, as well as members, have been interviewed by BAH men in $50,000 study.

ARF stands firm

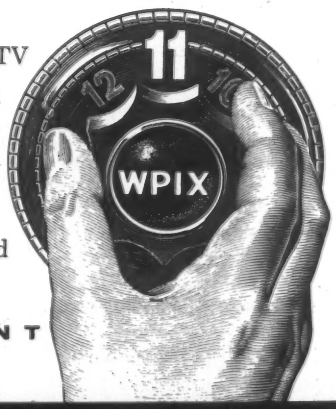
Board of directors of Advertising Research Foundation apparently intends neither to back down nor be drawn into public dispute with research expert Alfred Politz over his blast at ARF and suggestion that it be dissolved or its basic practices changed (see page 38). After regular meeting last week, ARF officials said board had reviewed Politz attack and then endorsed statement issued earlier by President A. W. Lehman. In that statement Mr. Lehman said ARF had heard Politz criticisms before, had studied them and concluded ARF was operating properly, and that in latest blast he saw nothing new to make him think board would decide to change its mind.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



TV chair

More than 1,000,000 students in the New York area view WPIX-11 educational TV as part of their regular curriculum. From 9:00 AM to 3:30 PM Monday thru Friday WPIX-11 telecasts twenty-two different courses under the auspices of the New York State Board of Regents for in-school students and viewers at home. This marks the fourth consecutive year of WPIX-Regents programming, the only association of such magnitude in the nation between Educational Television and a Commercial Television Station.



• NEW YORK'S PRESTIGE INDEPENDENT

WEEK IN BRIEF

How's radio doing? Swell in some markets, according to nationwide BROADCASTING survey; not so good in others. But high 1960 figures are matched and even exceeded, particularly by local sales. See lead story . . .

LOCAL RADIO HITS HIGHS . . . 31

The regulatory status of community antenna systems hasn't yet been unmuddled but at least FCC has made a start by recognizing the impact of such utility operations on an existing broadcasting station. See . . .

FCC ADOPTS CATV PRINCIPLE . . . 72

Should a station operator who permits obscenity on the air be given the death penalty? FCC examiner feels this is rough on broadcasters but reluctantly advises denial of renewal to WDKD Kingstree, S. C. See . . .

QUALITY OF MERCY STRAINED . . . 74

They're pretty late, but the U. S. Census Bureau at last is releasing its 1960 reports showing radio and television set ownership in states, counties and metropolitan areas. First of a nationwide series. See . . .

RADIO-TV CENSUS DATA . . . 34

For the benefit of those who have historically chided the NAB radio code as a piece of pretty parchment without operating significance, the board last week fought off pressures to soften its tougher clauses. See . . .

RADIO CODE STANDS FIRM . . . 54

Hardly anything's simple any more—like selling a New York tv station, for instance. WNTA-TV owner and New York educational group keep running into complications in plan to transfer commercial outlet. See . . .

WNTA-TV SALE OFF AGAIN . . . 58

Sale of WMGM New York to Storer Broadcasting Co. for nearly $11 million, approved last week by FCC, constitutes alltime high for a radio station. Storer sells WWVA Wheeling to group headed by Ira Herbert. See . . .

STORER'S WMGM BUY OKAYED . . . 65

Broadcasters are pushing their long-range fight to gain equality with print media in access to official proceedings, including courts. Last week they gained access to the White House for a full discussion. See . . .

JFK SEES BROADCASTERS . . . 59

Tv is an "almost mandatory medium" because of its big audience and relatively low cost, according to Fairfax M. Cone, agency executive. And he also has a good word for magazines and their specialization trend. See . . .

TV'S SOMETIMES A MUST . . . 43

Speed's the word among the three companies who sell automatic equipment designed to simplify timebuying by agencies. A roundup of what they're offering to meet the demand for fast data-processing equipment. See . . .

AUTOMATIC MEDIA BILLING . . . 36

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	31
BROADCAST ADVERTISING	31	THE MEDIA	54
BUSINESS BRIEFLY	47	MONDAY MEMO	20
CHANGING HANDS	56	OPEN MIKE	22
CLOSED CIRCUIT	5	OUR RESPECTS	105
COLORCASTING	51	PROGRAMMING	48
DATEBOOK	12	WEEK'S HEADLINERS	10
EDITORIAL PAGE	106		
FANFARE	85		
FATES & FORTUNES	86		
FOR THE RECORD	93		
GOVERNMENT	72		
INTERNATIONAL	91		

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $4.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front of magazine.

December 1, 1961

"I thought that the creative aspects of the dedication made it outstanding. The originality of the statue as well as the symphony set the tone of the creative vitality of the station."

S. J. Paul,
Publisher
Television Age

TV Review

Hartford Station Offers a Maxwell Premiere

By JACK GOULD

A SYMPHONIC suite entitled "The Broadcaster," by Robert Maxwell, the harpist and composer of "Ebb Tide," had its world première last night over television station WTIC-TV in Hartford, Conn. It is an imaginative and attractive work, which the industry might wish to embrace on a broader scale.

Mr. Maxwell was commissioned two years ago by WTIC to compose the suite especially for last night's dedication of the station's new Broadcast House on Constitution Plaza in Hartford.

●

The first movement, "Dedication," was a little on the bland side. But the second, "Celebration—AM," contains a waltz that is lovely indeed and could be a hit in itself. The third movement is entitled "Meditation—FM." It has a gentle and haunting quality appropriate to the high fidelity and noiseless segments of the broadcasting spectrum.

The fourth movement, "Anticipation—TV," is a vibrant march with a subtle and constant reiteration of brass ideally suited to the medium under consideration.

Mr. Maxwell conducted the WTIC orchestra, the group with which he began his musical career as a staff harpist. WTIC-TV, operating on Channel 3 and owned by the Travelers Insurance Company, frequently can be received on the northeastern fringe of the metropolitan New York area.

N. Y. TIMES, NOV. 28, 1961

New Suite Premiered By WTIC

The world premiere of a symphonic suite, "The Broadcaster" by Robert Maxwell, highlighted the program marking the dedication of Broadcast House, new home of the Travelers Broadcasting Service Corp. in Constitution Plaza Monday night.

It is a work that reflects the spirit of Broadcast House in more ways than one. The very fact that not many stations have aided the cause of music by commissioning a serious composition, represents a service to that art which cannot fail of appreciation.

A Symbolic Composition

And in itself, "The Broadcaster" attempts to catch up the various elements that make up the activities of Broadcast House. Its first movement, "Dedication," refers, of course, not only to last night's high occasion in the 37 - years history of WTIC but also the station's aim of service to the community at large.

The three remaining movements symbolize WTIC-AM and WTIC-FM radio, and WTIC-TV. They bear the titles Celebration, Meditation and Anticipation, the last looking forward to the station's future in television, its newest service now four years old.

"The Broadcaster" has been in the mind of Leonard J Patricelli, vice president of TV programs at WTIC, for nearly two years. He initiated the project of commissioning a new work of symphonic proportions. And it has been in the mind and under the pen of Mr. Maxwell, its composer, almost that long.

Well Known in Hartford

It was no mere chance that Mr. Maxwell was selected to compose it. Sentiment, as well as musical capability, played a part in the choice. Mr. Maxwell was still in his teens when he came to Hartford from New York in 1939, and became a member of the WTIC orchestra as staff harpist. Subsequently he received an appointment to the faculty of the Julius Hartt School of Music.

Later he became the youngest musician ever to work under the famous Arturo Toscanini. Since then and up to now, he has been a virtuoso with many orchestras and a composer of considerable music.

"The Broadcaster" is scored for 39 instruments and runs some 17 minutes. Its style is highly melodic, and it has a lively rhythmic pulse. As has been said, its material is programmatic to serve the particular occasion. But it is judiciously and tastefully so, and not overweighted with scene-painting. As music pure and simple, the score is neat, skilful and effective. At the same time it is well - suited to the general audience in its immediate impact and ready appeal.

The performance, under direction of the composer, was poised throughout, and the whole premier was enthusiastically received by the first night audience.

T. H. PARKER, HARTFORD COURANT, NOV. 28, 1961

APPRECIATION

Two works of art, both commissioned in 1959 for the dedication of Broadcast House, new home of WTIC TV-AM-FM, were presented for the first time on November 27, 1961 on the occasion of the dedication of the new studios.

A bronze, sculptured by Frances Wadsworth, was unveiled by Governor John N. Dempsey of Connecticut in the lobby of Broadcast House. Moments later, a symphonic suite by Robert Maxwell was premiered under the baton of the composer.

WTIC • TV3 • AM • FM

Broadcast House 3 Constitution Plaza Hartford, Connecticut

Charges refuted by Westinghouse

Westinghouse Broadcasting Co. operates virtually independent of Westinghouse Electric Corp.—and no WBC officer was involved in antitrust case which saw Westinghouse Electric Corp. plead guilty to price fixing charges. This was essence of two volume (each 2½-in. thick) documentation submitted Friday to FCC by WBC.

Tomes were in reply to FCC inquiry Nov. 1 asking for detailed information on broadcast operations of WBC in light of parent company's involvement in price rigging for electrical equipment [BROADCASTING, Nov. 6].

Detailed WBC answer, consisting mostly of affidavits by principal officers, exhibits for all stations and appendices, made these points:

- Present policy organization of WBC was established in 1953 by E. V. Huggins, then president of WBC and now executive vice president, associated activities, Westinghouse Electric Corp. This provides that high officer of Westinghouse serves as chairman of WBC; that three members of WBC board are senior officers of Westinghouse; that fulltime president of WBC is responsible for actual broadcast operations; that WBC policies and operations are separate from Westinghouse business policies and practices. Three Westinghouse members on WBC board are Mark A. Cresap Jr., president and chief executive officer of parent company; Gwilym A. Price, Westinghouse chairman, and Mr. Huggins.
- Members of WBC board had no knowledge of antitrust violations, and none of those indicted and convicted had anything to do with WBC. Dept. of Justice, in letter last March, exonerated WBC officials from any complicity in antitrust conviction.
- Although subsidiary of Westinghouse, WBC operates with "considerable degree of freedom" from Westinghouse operating policies that have no application or limited application to broadcasting.

Bulk of two-volume reply consisted of Westinghouse's radio and tv background, sample minutes of WBC board meetings, operating policy handbook, programming policies and identifications and history and review of each WBC radio and tv station.

WBC has license renewal applications pending for all but one radio and tv station. These have been under consideration by FCC for year; they were held up pending FCC determination on what its policy should be toward Westinghouse and General Electric. GE also was found guilty of price fixing in electrical equipment field.

Another application before FCC, since dropped, was request for FCC approval to WBC's $4.25 million purchase of KLAC Los Angeles. This contract was terminated by both parties.

Blair backs TMP

John Blair & Co., radio rep firm, which has long record of sales effort on behalf of radio generally as well as for its own stations, has given its endorsement to RAB's new Test Market Plan, in which RAB will place, supervise and research campaigns to prove radio's effectiveness to unconvinced major advertisers (BROADCASTING, Dec. 4). "The more selling that is done at top levels, the sooner all radio volume will begin to move ahead in a more substantial manner," Blair executive vp Arthur H. McCoy wrote to Blair stations. "We have seen some of the specific RAB proposals and know that they are effectively and professionally put together." Blair's endorsement included offer to share in payment of 10% fee which TMP's participating stations agree to turn over to RAB to help finance research costs on business thus placed.

Frank Mansfield named to head research group

Frank W. Mansfield has been elected chairman of board of directors, Advertising Research Foundation. Mr. Mansfield, director of market research, Sylvania Electric Products, succeeds Arthur Hull Hayes, CBS Radio president. He has been vice chairman of ARF for past year and director since 1954.

Lyndon O. Brown, senior vice president, Dancer-Fitzgerald-Sample, was named vice chairman of ARF and Richard J. Babcock, president of *Farm Journal* was elected treasurer.

New directors elected were John P. Cunningham, Cunningham & Walsh; Robert K. Drew, *Milwaukee Journal*; Franklin S. Forsberg, *Field & Stream*, and John C. Maddox, Fuller & Smith & Ross. Re-elected directors were Rex M. Budd, Campbell Soup Co.; Harold J. Graham, Hartford Fire Insurance Co. group; Arno H. Johnson, J. Walter Thompson; Charles L. Rumrill, Rumrill Co.; Mr. Mansfield, and Mr. Babcock.

Quiz show defendant gets suspended sentence

Quiz show winner Ruth Miller, who won $2,500 on program *Twenty-One*, received suspended sentence Friday (Dec. 15) after pleading guilty to perjury charge in special session court in New York. Similar perjury cases against 13 remaining defendants, including Charles Van Doren, Alfreda Von Nordroff and Hank Bloomgarden, were rescheduled Friday for Jan. 10, 1962.

Miss Miller's sentence came after her attorney's plea that she was minor figure in case and that she had been helpful since grand jury was told by quiz show winners they had not received help in answering questions.

WRVM Rochester suit asks damages from union

Million-dollar damage suit against American Federation of Television & Radio Artists was filed Friday by WRVM Rochester, N.Y. Local and national AFTRA charged with picketing in effort to expand bargaining unit after station had refused to renew contract.

WRVM owner, James M. Johnston, took over station last June 16, installing automated equipment. Contract with union expired June 30, according to suit. Union charged with distributing pamphlets in front of place of business of sponsor.

Union lost regional National Labor Relations Board ruling and appeal last summer when it charged lockout and refusal to bargain, station pointed out.

Motorola introduces fm tuner for autos

FM tuner for auto use introduced by Motorola Inc. in Chicago-Friday to meet growing interest in car fm listening. Tuner, to be used with any standard auto radio, will sell for $69.95. Firm also makes full fm auto set.

Motorola also introduced 11 new tv models to distributors, including two new 27-inch sets. Company does not manufacture color tv. S. R. Herkes, marketing vice president, predicted Motorola tv set sales will jump 50% next year, based on current sales upturn and resumption of consumer confidence in marketplace.

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Sarnoff

Mr. West

Thomas W. Sarnoff, vp, west coast administration, NBC, promoted to vp, West Coast, NBC, succeeding **John K. West,** who becomes staff vp, western distributor and commercial relations, RCA, Los Angeles. Mr. West succeeds **Harold R. Maag,** who assumes newly created position of staff vp, southwestern distributor and commercial relations, RCA, with headquarters in Dallas. Changes are effective Jan. 1, 1962. Mr. Sarnoff entered tv in 1949 with ABC-TV and worked at MGM before joining NBC's Pacific Div. in 1952 as assistant to director of finance and operations. He was elected NBC vp in 1957 and assumed present post in February 1960. He is youngest son of RCA Board Chairman and Mrs. David Sarnoff. Mr. West joined NBC as vp in charge of Western Div. in 1950 after 20-year career with RCA Victor Div. Mr. Maag came to RCA as field representative in 1927. He became RCA district manager for Kansas City in 1941, and was general manager of RCA Victor Mexicana S. A., from 1942-45, before becoming RCA staff vp.

Wayne Williams, general manager, WLOL-AM-FM Minneapolis, elected executive vp, Bentson-Floyd-Ruben Broadcasting Corp. (licensee of KELO-AM-TV Sioux Falls, KDLO-TV Florence and KPLO-TV Reliance, all South Dakota; KSO Des Moines; WKOW-AM-TV Madison, Wis., and WLOL-AM-FM). He has been associated with WLOL for past 15 years, serving last eight as general manager. **Evans A. Nord** named executive vp and general manager of KELO-AM-TV. He joined station in 1938.

John C. Moler, vp and general manager, WIBG Philadelphia (Storer Station), will become general manager, WMGM New York in early January, when Storer Radio Inc., new owner of WMGM, takes formal possession. Mr. Moler succeeds **Arthur M. Tolchin** who will remain with Loew's Theatres organization, which sold WMGM to Storer for over $10 million (see page 65). Mr. Moler joined Storer in 1959 as WIBG general manager.

Mr. Segelstein

Irwin Segelstein, director of program administration, Benton & Bowles, New York, elected vp of agency and manager of radio-tv programming department. B&B's former vp and director of programming, Grant A. Tinker, is now vp and general program executive at NBC-TV (AT DEADLINE, Dec. 4). Mr. Segelstein, who joined Benton & Bowles in 1945, has served as head of film operations and associate program director.

For other personnel changes of the week see FATES & FORTUNES

Season safety

Member stations of the Maryland-District of Columbia Broadcasters Assn. will take part in a three-day traffic safety campaign during holidays, carrying a total of nearly 2,000 announcements urging drivers to keep their lights on during daytime as a warning against danger of accidents. Robert B. Jones Jr., WFBR Baltimore, association president, said public service campaign was set up at request of state and district traffic officials. Similar Labor Day campaign was described as helpful in promoting careful driving, they said. Member stations will carry announcements at least once every half-hour.

Colgate buys NBC-TV news

Colgate-Palmolive Co., New York, has signed for 329 quarter-hours and full sponsorship (Mon.-Fri., 2:30 p.m.) of news strip in expanded daytime buy on NBC-TV, network announced Friday (Dec. 15). C-P is placing entire daytime network tv budget on NBC-TV, according to network. Agencies for C-P: Lennen & Newell and Ted Bates & Co., both New York.

WSRC Durham sold

Sale announced Friday pending FCC approval: WSRC Durham, N. C., from Carolina Radio Inc. (Robert A. Munroe, president, owns 50% of WRGM Richmond, Va.) to Carolina Radio of Durham Inc. for $175,000. Buying corporation is composed of George F. Kirkland Jr. (33⅓%), James H. Mayes Jr., Morris L. Cherry, Howard X. Bowling and Guy R. Willis (16⅔% each). Mr. Mayes is general manager and present 5.26% owner of WSRC; others are in dentistry. WSRC is 1 kw daytimer on 1410 kc.

Fresh, Ting to PKL

Papert, Koenig, Lois, New York, is reported to have picked up remainder of Pharmacraft Labs business from present agency, Daniel & Charles. PKL, which has handled Coldene and Allerest (billing about $2 million) since April, 1960, will now add Fresh deodorant and Ting athlete's foot remedy accounts (billing about $1.5 million; Fresh, 80-90% in tv), to list of clients, bringing agency's total billing to around $17.5 million.

Foreign countries buy NBC Khrushchev show

Though show hasn't been completed, NBC-TV's study "Khrushchev and Berlin" already has been bought for tv in three foreign countries—England, West Germany, Australia—and is being considered in at least four others—Belgium, France, Italy, Japan.

It's part of NBC's *White Paper* series and in U. S. is slated Tues., Dec. 26, 10-11 p.m. Eastern Standard Time. Exceptional interest abroad attributed partly to subject matter, partly to reaction to earlier, *White Paper* on Angola, which has been seen in 16 foreign countries.

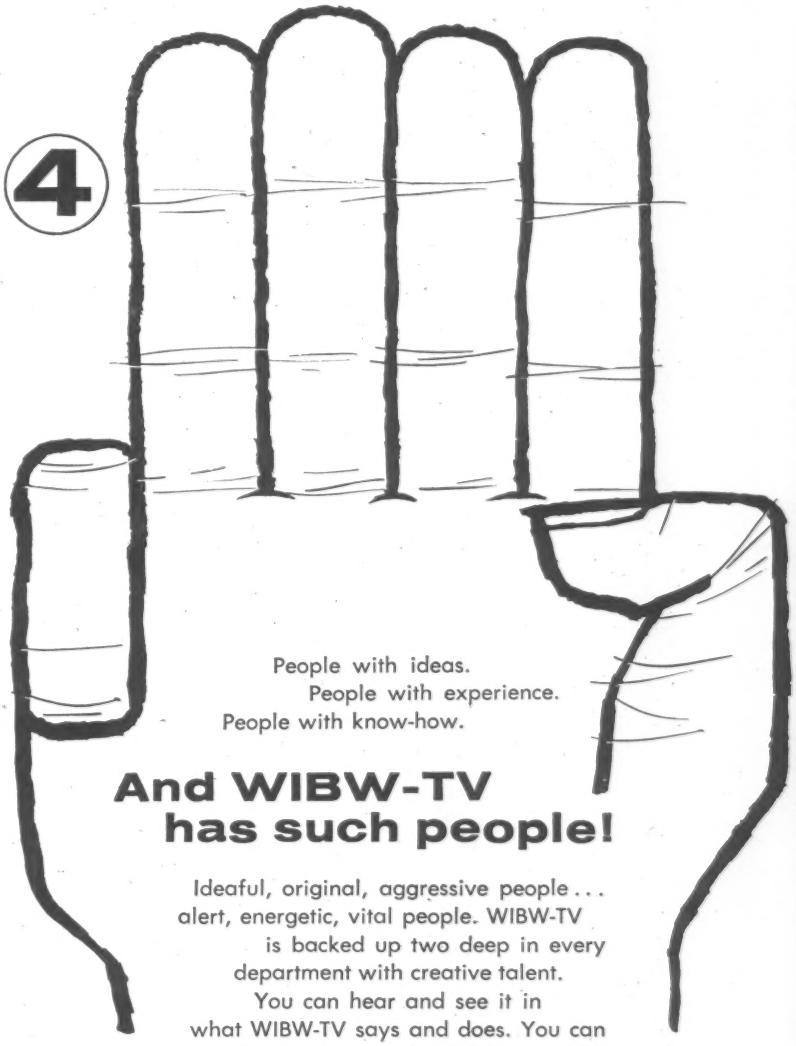
Committee prints election documentary

Volume II in six-volume Congressional study of radio and television coverage of 1960 Presidential campaign was published last week by Government Printing Office. It contains all of former Vice President Richard M. Nixon's campaign speeches, press conferences, and study papers. Volume I did same for then Sen. John F. Kennedy. Volume III, expected to be issued before end of month, will contain transcripts of Kennedy-Nixon's radio-tv debates and all of their other broadcast appearances. Study is being compiled by Senate Watchdog Subcommittee.

Rep appointments

Effective Jan. 1, 1962, Edward Petry & Co. adds to its radio list KLAC Los Angeles and WROC Rochester.

PEOPLE MAKE THE DIFFERENCE



People with ideas.
People with experience.
People with know-how.

And WIBW-TV has such people!

Ideaful, original, aggressive people . . . alert, energetic, vital people. WIBW-TV is backed up two deep in every department with creative talent. You can hear and see it in what WIBW-TV says and does. You can feel it in the way WIBW-TV **sells!** It's different, friendly, person-to-person type selling. It's another reason WIBW-TV tops all competition in the wealthy Eastern Kansas market.

WIBW TV

TOPEKA, KANSAS

Channel 13 • CBS • NBC • ABC

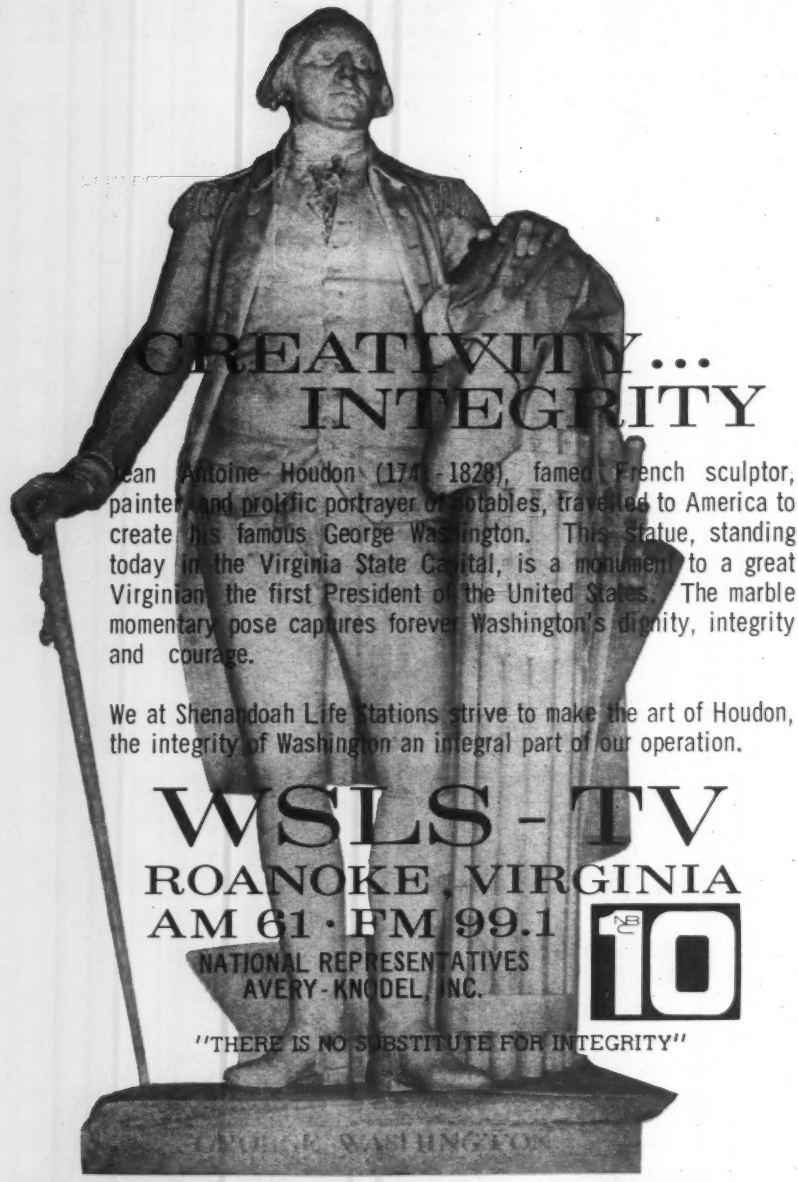
Represented Nationally by

AVERY-KNODEL

SEAL OF GOOD PRACTICE

Division of Stauffer-Capper Publications

CBS
Local viewers like to see local people and events. They can for a full hour daily.
Sports programs feature news from six area colleges.
The markets are heard twice daily on WIBW-TV.
Stringers throughout the state localize five daily newscasts.
CBS
NBC
ABC
The best shows — All Day . . . Every Day — As Late As Midnight.


CREATIVITY...
INTEGRITY
Jean Antoine Houdon (1741-1828), famed French sculptor, painter and prolific portrayer of notables, traveled to America to create his famous George Washington. This statue, standing today in the Virginia State Capital, is a monument to a great Virginian, the first President of the United States. The marble momentary pose captures forever Washington's dignity, integrity and courage.
We at Shenandoah Life Stations strive to make the art of Houdon, the integrity of Washington an integral part of our operation.
WSLS-TV
ROANOKE, VIRGINIA
AM 61 · FM 99.1
NBC
10
NATIONAL REPRESENTATIVES
AVERY-KNODEL, INC.
"THERE IS NO SUBSTITUTE FOR INTEGRITY"

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

DECEMBER

•Dec. 19—**Radio & Television Executives Society,** Christmas party. The ballroom, Hotel Roosevelt, New York.

Dec. 19—**Philadelphia chapter, American Women in Radio and Television,** dinner meeting and annual wassail party. Hotel Sheraton, Philadelphia.

Dec. 27-30—**American Statistical Assn.,** 121st annual meeting. One session of the conference will be devoted to a panel discussion of the report submitted by the ASA's technical committee on broadcast ratings. This particular meeting is scheduled to begin at 2 p.m. on Wednesday, Dec. 27. Hotel Roosevelt, New York.

Dec. 27-29—**American Marketing Assn.,** annual winter conference. Theme is "The Social Responsibilities of Marketing." Biltmore Hotel, New York.

•Dec. 28—**Radio, Tv, and Film Interest Group of the Speech Assn. of America,** afternoon meeting based on question: "What is broadcasting in the public interest?" Chairman of meeting will be Walter Emery of Michigan State U., and participants are to be Howard H. Bell, NAB vice president, who will give the industry point of view, and Commissioner Frederick W. Ford of the FCC, who will present the government's idea. West Room, Statler-Hilton, New York, N. Y.

Dec. 31—Deadline for submission of nominations for the **Alfred I. duPont Awards.** Three awards are given: one recognizing a large radio or television station for outstanding programming in the public interest; one honoring a small broadcast station for similar excellence; and one citing a radio and television commentator for care in gathering news in the public interest. Nominations and supporting documentation should be addressed the Curator, Alfred I. duPont Awards Foundation, Box 1158, Lexington, Va.

JANUARY 1962

Jan. 6-14—**International Television Festival** at Monte Carlo, sponsored by the government of Monaco.

Jan. 12—**North Carolina AP Broadcasters Assn.,** annual meeting. Carolina Inn, Chapel Hill, N. C.

Jan. 15-19—**American Management Assn.,** "Effective Advertising" course for management, held in New York for the first time. Hotel Astor, New York.

Jan. 17—Awards presentation of the **International Television Festival** at Monte Carlo. Gold Nymph awards will be presented for outstanding tv programs. The Opera House, Monte Carlo, Monaco.

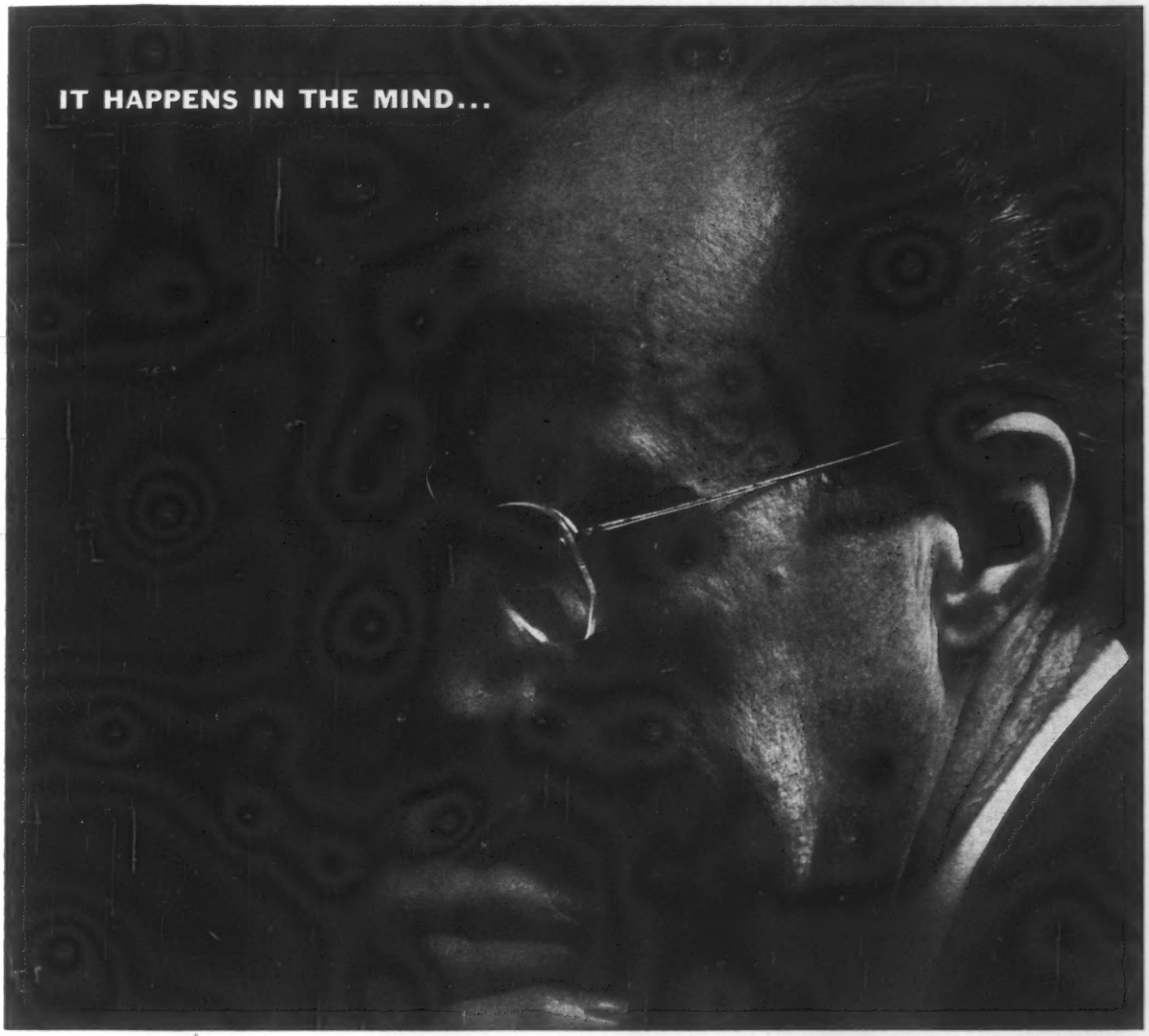
Jan. 19—Educational Foundation, **American Women in Radio and Television,** board of trustees meeting. Savoy-Hilton Hotel, New York.

Jan. 19-21—**American Women in Radio and Television,** board of directors meeting. Savoy-Hilton Hotel, New York.

Jan. 19-21—**Advertising Assn. of the West,** annual conference. Hotel Californian, Fresno.

•Jan. 20-21—**Retail Advertising Conference,** 10th annual meeting. Goals of the meeting are to bring advertising ideas, information, news and people together; and to increase advertising creativity. Miles David, RAB vice president will speak for radio, and

At Bell Telephone Laboratories, mathematician Sidney Darlington has contributed notably in developing the art of circuit analysis.



...It is essentially a thing of the mind for it works through concepts, symbols and relationships... it helps man to analyze and synthesize the complex phenomena of the universe and himself... it works in many ways to advance electrical communications:

IT IS CALLED MATHEMATICS

At Bell Telephone Laboratories, mathematics works powerfully to solve problems involving complex data. Intriguingly, too, the mathematical approach: led to the invention of the electric wave filter... disclosed a kind of wave transmission which may some day carry huge amounts of information in waveguide systems... foretold the feasibility of modern quality control... led to a scientific technique for determining how many circuits must be provided for good service without having costly equipment lie idle.

For each creative task, Bell Laboratories utilizes whatever serves best—mathematical analysis, laboratory experimentation, simulation with electronic computers. Together they assure the economical advancement of all Bell System communications services.

BELL TELEPHONE SYSTEM

AVAILABLE NOW IN YOUR MARKET

REMARKABLE, N.Y. Times / ABSORBING
...EXCELLENT, N.Y. Herald Tribune /
SUPERB ... ENLIGHTENED, Newsday

Direct from a successful New York premiere

SPACE FLIGHT

REPORT TO THE NATION

Produced by RKO General, Inc.

A full hour close-up of the American people facing the most critical competition of our time.

EXCLUSIVE FEATURES:

- thrilling film footage of advanced U.S. space craft
- latest American Rocket Society report on space
- Dr. Wernher von Braun and other top experts

RKO GENERAL

Contact:
National Program Dept.
RKO General, Inc.
1440 Broadway
New York 18, New York
LOngacre 4-8000

Norman Tatman of Patterson Fletcher, Fort Wayne, Ind., will represent television. Palmer House, Chicago.

Jan. 21—Iowa AP Radio & TV Assoc. meeting. Des Moines.

*Jan. 23—Final phase of **FCC** hearing on network tv programming practices and policies. Spokesmen for the three tv networks will testify before FCC *en banc*. Washington, D. C.

Jan. 23-25—Georgia Radio-Tv Institute, under auspices of GAB and U. of Georgia, 17th annual program. Featured speakers include: Pierre Salinger, Clair McCollough, Sol Taishoff, and Ann Corrick.

Jan. 29-Feb. 3—**NAB board committees** Jan. 29; Joint Board Jan. 30; Radio Board Jan. 31; Tv Board Feb. 1; Joint Boards Feb. 2. Far Horizons Hotel, Long Boat Key, Sarasota, Fla.

FEBRUARY 1962

Feb. 1—Deadlines for entries to the **Headliner Awards** contest, offering prizes for newspapers and radio-tv stations for excellence in news programming or preparation, and general public affairs service. Mail entries to Mall Dodson, executive secretary, National Headliners Club, Convention Hall, Atlantic City, N. J.

Feb. 1—Deadline for entries for the **American Tv Commercials Festival.** Contact Wallace A. Ross, director; 40 East 49th St., New York 17.

Feb. 2-3—Minnesota School of Journalism, Minnesota U., 15th annual radio-tv news short course, sponsored in association with the **Northwest Radio-Television News Assn.,** and the **Radio-Television News Directors Assn.** U. of Minnesota campus, Minneapolis.

Feb. 4-13—Advertising Recognition Week.

Feb. 5—Deadline for comments on **FCC's** proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231). (Rescheduled from Dec. 4).

Feb. 5—Deadline for comments on **FCC's** proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229). (Rescheduled from Dec. 4.)

Feb. 5—Deadline for comments on **FCC's** proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wisc. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Feb. 6—Advertising Committee of **U. S. Commerce Dept.** Department headquarters, Washington, D. C.

***Feb. 7 — Western States Advertising Agencies Assn.,** annual awards luncheon for the "advertising citizen of 1961." Ambassador Hotel, Los Angeles.

Feb. 7—Advertising Federation of America, mid-winter legislative conference. Participants include **FCC** Chairman Newton N. Minow, **FTC** Chairman Paul Rand Dixon and Secretary of Commerce Luther C. Hodges. Statler-Hilton Hotel, Washington, D. C.

Feb. 7-9—National Winter Convention on Military Electronics. Ambassador Hotel, Los Angeles.

Feb. 10—Awards Dinner, Directors Guild

Jack Harrington
Turk Righter
Jim Parsons
Ray Phelps
Lon Nelles
Jack Clark
Cris Rashbaum
John Dickinson
Bob Gilbertson
Peter V. Childs
Burt Adams
Frank Grindley
Bill Yonan
Carter Knight
Al Neely
Frank Dougherty
Dick Gardner
Len Feldman
Jay Walden
Bob Lamkin
Ken Brown
Bill Ingwall
Frank Rice
Art Elliot

of America. Western awards: Beverly Hilton Hotel, Beverly Hills, Calif. Eastern awards: Waldorf-Astoria Hotel, New York City.

Feb. 13—Formal awards banquet of the **International Broadcasting Awards** contest. Hollywood Palladium, Hollywood, Calif.

Feb. 20- March 25—Art Directors Club of Los Angeles, 17th annual western exhibition of advertising and editorial art. Western advertisers, agencies, artists and producers have submitted examples of their work in commercials, titles, stills, or print. Los Angeles Museum of Science & Industry.

***Feb. 21-22—Michigan Assn. of Broadcasters,** sixth annual legislative dinner and mid-winter convention. Jack Tar Hotel, Lansing.

Feb. 25—Broadcast Pioneers, New York chapter, second annual "Mike Award" dinner, honoring WGN Chicago. Latin Quarter, 5 p.m., New York City.

Feb. 28-March 1—NAB, seventh annual conference for presidents of state broadcasters' associations. Shoreham Hotel, Washington, D. C.

MARCH 1962

March 12-16—American Management Assn., "Effective Advertising" course for management, in Chicago for the first time. La Salle Hotel, Chicago.

March 14-16—Electronic Industries Assn., committee, section, division and board meeting. Statler-Hilton Hotel, Washington, D. C.

March 16—Advertising Federation of America, board of directors meeting. New York.

March 19-23—Georgia Assn. of Broadcasters, first annual regional meetings of broadcasters will be held at following five sites: Griffin, Albany, Baxley, Augusta, Canton.

March 22-24—Advertising Federation of America, fifth district meeting. Shawnee Hotel, Springfield, Ohio.

March 30-31—Advertising Federation of America, sixth district meeting. Detroit.

APRIL 1962

April 1-4—National Assn. of Broadcasters, annual convention. Conrad Hilton Hotel. Chicago.

April 6-7—Region 11 (southeastern) conference, **National Assn. of Educational Broadcasters.** U. of Georgia, Adult Center for Continuing Education, Athens.

April 9—Academy of Motion Picture Arts & Sciences, 34th Oscar awards ceremony at Civic Auditorium. Santa Monica, Calif.
April 25—Assn. of Industrial Advertisers, Eastern New England chapter and Hartford chapter, all-day marketing and advertising clinic. Hotel Somerset, Boston.

April 27-29—Mississippi Broadcasters Assn., annual convention. Broadwater Beach Hotel, Biloxi, Miss.

April 30—American Women in Radio and Television, board of directors meeting. Sheraton-Chicago Hotel, Chicago.

MAY 1962

May 2-5—Institute for Education by Radio-Television, annual convention. Deshler-Hilton Hotel, Columbus, Ohio.

May 3-6, 1962—American Women in Radio & Tv, national convention. Sheraton-Chicago Hotel, Chicago.

May 4-5—Kansas Assn. of Radio Broadcasters, annual convention. Hays, Kansas.

May 9-12—Western States Advertising Agencies Assn., 12th annual conference. Theme of this year's conference is: "Advertising Achievements- West." Oasis Hotel, Palm Springs, Calif.

May 10-12—Advertising Federation of America, fourth district meeting. Jacksonville, Fla.

May 15-16—Council on Medical Television, fourth annual meeting. Clinical Center, National Institute of Health, Bethesda, Md.

May 16-17—Annual Medical-Dental Tv Workshop, sponsored by the **National Naval Medical Center.** National Naval Medical Center, Bethesda, Md.

May 21-24—25th anniversary **Electronic Parts and Distributors Show and Conference.** Conrad Hilton Hotel, Chicago.

May 23-25—Electronic Industries Assn., 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.

JUNE 1962

June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual **Conference of Assn. of Industrial Advertisers.** Royal York Hotel, Toronto, Ontario, Canada.

June 17-22, 1962—Annual convention of the **National Community Television Assn.** Shoreham Hotel, Washington, D. C.

***June 23-28—Advertising Federation of America,** 58th national convention, in conjunction this year with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Round-up." Denver-Hilton Hotel, Denver.

June 23—Advertising Federation of America, ninth district meeting. Denver.

June 29-30—Texas AP Broadcasters Assn., 15th annual meeting. Hotel Texas, Fort Worth.

AUGUST 1962

Aug. 5-7—Georgia Assn. of Broadcasters, annual convention. Holiday Inn, Jekyll Island, Ga.

Aug. 21-24—Western Electronics Show and Convention, Los Angeles Memorial Sports Arena.

SEPTEMBER 1962

Sept. 11-13—Electronic Industries Assn., committee, section, division and board meeting. Biltmore Hotel, New York.

***Sept. 12-14—Michigan Assn. of Broadcasters,** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 12-14—Advertising Federation of America, first district meeting, Cape Cod area.

Sept. 14—Georgia Assn. of Broadcasters, 2nd annual South-East Radio-Tv Seminar. Atlanta.

Sept. 20-22—Advertising Federation of America, tenth district meeting. Shreveport, La.

***Sept. 28-29—Institute of Radio Engineers,** 12th annual broadcast symposium. Willard Hotel, Washington, D. C.

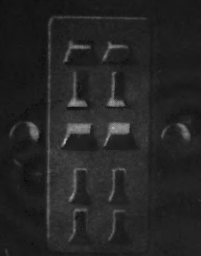
NOVEMBER 1962

Nov. 10-25—World Economic Progress Assembly and Exposition under international auspices. Special sectors devoted to radio and tv. McCormick Place, Chicago.

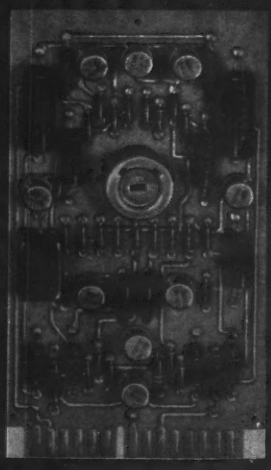
Nov. 27-29—Electronic Industries Assn., committee, section, division and board meeting. Jack Tar Hotel, San Francisco.

EXCLUSIVE ITA FEATURES

Records from microphone



Plug-in Remote Control



Plug-in Transistor Electronics Permits Easy Conversion from Monaural to Stereo

FIRST...IN STEREO/MONO CARTRIDGE TAPE

Now . . . ITA offers stereo and monophonic cartridge tape recorders that will play and record up to 31 minute programs. Convenient plug-in, modular construction features all transistor circuitry. Fully compatible with existing machines. With separate record and play heads, the ITA recorders give uniform high fidelity frequency response . . . even when full half-hour cartridges are used. Plug-in remote control—sequence triggering—unique idler wheel! ITA cartridge tape recorders are your *best* buy. For a free demonstration of the ITA cartridge tape recorder call your nearest ITA sales office listed below.

ITA ELECTRONICS CORPORATION

BROADCAST DIVISION • LANSDOWNE, PENNSYLVANIA

ITA

Chicago, Ill. AN 3-3797
Cincinnati, Ohio CH 1-6386
Dallas, Texas FL 7-9607
Jacksonville, Fla. EL 6-0121
Kansas City, Mo. GR 1-2838
Lansdowne, Pa. CL 9-8200
Los Angeles, Cal. MA 2-8552
New York City, N.Y. CH 2-1999
Portland, Ore. CA 2-2651
Washington, D.C. 337-2884

WFLATV

REACHES MOST HOMES*
MONDAY THROUGH SUNDAY
IN TAMPA - ST. PETERSBURG

*ARB OCTOBER 1961

STATION AVERAGE QUARTER-HOUR HOMES REACHED			
Mon. thru Sun.	WFLA-TV (NBC)	Sta. B (CBS)	Sta. C (ABC)
6 – 10:00 P.M.	91,600	88,800	26,700
10 P.M. – Midnight	46,600	44,100	16,800
6 P.M. – Midnight	76,600	73,900	23,500
9 A.M. – Midnight	44,500	42,300	15,200

When people watch TV the most on Western Florida's booming coast, ARB says we lead the rest . . . this station, for advertisers, is the best.

wfla-tv TAMPA ST PETERSBURG — Channel 8 — NATIONAL REPRESENTATIVES, BLAIR-TV

WAVE-TV viewers have 28.8% more TEETH

—and keep 'em sparkling with 28.8% more tooth paste, powders and brushes!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

BROADCASTING PUBLICATIONS INC.
PRESIDENT ..... SOL TAISHOFF
VICE PRESIDENT ..... MAURY LONG
VICE PRESIDENT ..... EDWIN H. JAMES
SECRETARY ..... H. H. TASH
TREASURER ..... B. T. TAISHOFF
COMPTROLLER ..... IRVING C. MILLER
ASST. SEC.-TREAS. ..... LAWRENCE B. TAISHOFF

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

EDITOR AND PUBLISHER
Sol Taishoff

Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR
Edwin H. James

EDITORIAL DIRECTOR (New York)
Rufus Crater

MANAGING EDITOR
Art King

SENIOR EDITORS: J. Frank Beatty, Bruce Robertson (Hollywood), Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago); ASSOCIATE EDITORS: Harold Hopkins. Dawson Nail; STAFF WRITERS: Jim deBettencourt, Mark McWhiney, Malcolm Oettinger Jr., Sid Sussman, Robert D. Swezey Jr., Leonard Zeidenberg; EDITORIAL ASSISTANTS: David Nicholas, Rosemarie Studer, Nancy K. Yane; SECRETARY TO THE PUBLISHER: Gladys Hall.

Business

VICE PRESIDENT AND GENERAL MANAGER
Maury Long

VICE PRESIDENT AND SALES MANAGER
Winfield R. Levi (New York)

ASSISTANT PUBLISHER
Lawrence B. Taishoff

SOUTHERN SALES MANAGER: Ed Sellers; PRODUCTION MANAGER: George L. Dant; TRAFFIC MANAGER: Harry Stevens; CLASSIFIED ADVERTISING: Syd Abel; ADVERTISING ASSISTANTS: Catherine Abbott, Peggy Longworth, Robert Sandor, Hugh Macon; SECRETARY TO THE GENERAL MANAGER: Doris Kelly.

COMPTROLLER: Irving C. Miller: ASSISTANT AUDITOR: Eunice Weston.

Circulation and Readers' Service

SUBSCRIPTION MANAGER: Frank N. Gentile; CIRCULATION ASSISTANTS: David Cusick, Christine Harageones, Edith Liu, Burgess Hess, Steve Bell, Jack Dellavalle.

DIRECTOR OF PUBLICATIONS: John P. Cosgrove.

Bureaus

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; BUREAU NEWS MANAGER: David W. Berlyn; ASSOCIATE EDITOR: Rocco Famighetti; STAFF WRITERS: George W. Darlington, Richard Erickson, Diane Halbert; ASSISTANT: Frances Bonovitch.

VICE PRESIDENT AND SALES MANAGER: Winfield R. Levi; SALES SERVICE MANAGER: Eleanor R. Manning; ADVERTISING REPRESENTATIVE: Don Kuyk; ADVERTISING ASSISTANT: Ellen Reilly.

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: Warren W. Middleton; ASSISTANT: Barbara Kolar.

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

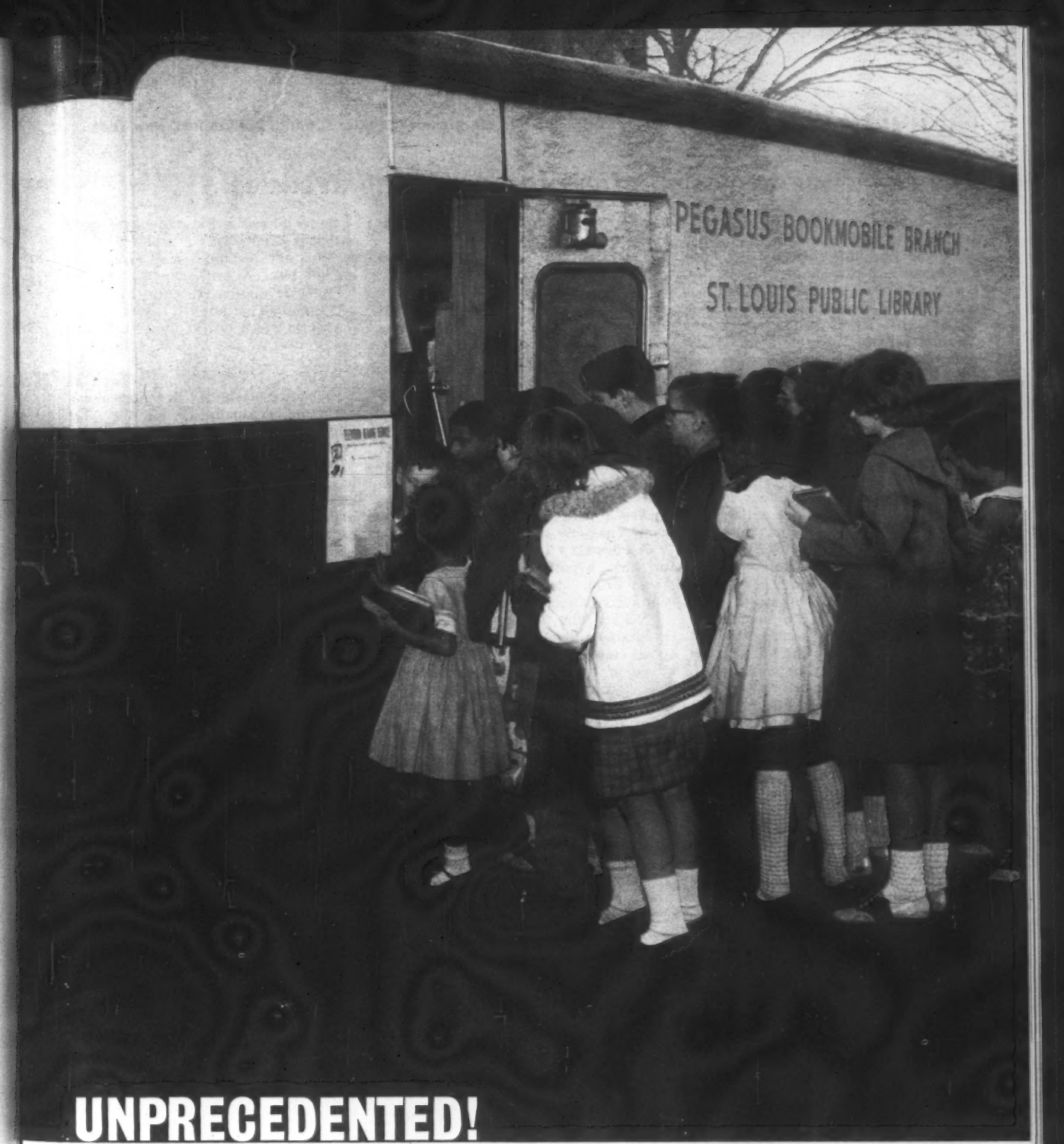
SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office

Copyright 1961: Broadcasting Publications Inc.



UNPRECEDENTED!

The search for new ways in which to serve the local community more effectively is standard operating procedure at CBS Owned KMOX-TV. Witness Channel 4's television reading service, a remarkable innovation designed to stimulate student reading through television. Working in close cooperation, KMOX-TV, the city and county school systems and the public library system prepare and classify, by age and grade, reading lists based on forthcoming KMOX-TV programs. These lists are distributed to more than 600 schools and libraries throughout the area. Result? A marked upswing in the demand for books in the city's branch libraries and bookmobiles. And enthusiastic comments, such as this one by Philip J. Hickey, superintendent of the St. Louis Public School System: "This pioneering project points the way toward the use of television in a most valuable and educational manner."

Inventive, practical, consistent—this is community service far beyond usual studio limits. But, in truth, the unusual is one of the things St. Louis audiences expect from their favorite station, CBS Owned **KMOX-TV**

MONDAY MEMO from ROBERT E. ALLEN, president, Fuller & Smith & Ross Inc., New York.

The challenge television offers to advertising agencies

The future of advertising agencies in television depends on their facing up to the need for more quality and excitement in programming.

For effective advertising, the prime concern has to be the viewer's reaction to the show. Based on the mediocrity they see in current programming, network tv clients are susceptible to an agency pitch geared to a more qualitative approach.

A good program is not merely one which has a large audience, but rather one which provides a large and stimulated target audience for its commercials.

Television affords a fabulous means of communication. For one dollar, you can get your client's product into the living rooms and into the leisure time of families in some 300 different homes.

But there are many kinds of viewers. Some are attentive, some passive, stimulated or apathetic. The number of viewers in each of these categories will have direct bearing on the sales results you hope to get via your commercial. For whatever we do to our viewer, with our good programs and our mediocre ones, we all expect one thing of him—action! If there is even the vaguest suspicion that many of our viewers are passive, then we indeed have a job to do.

Attentiveness ▪ And there are all degrees of viewing. Viewers are keenly attentive, quite attentive, passably attentive, barely attentive and just plain indifferent. The fact that they are physically present isn't enough. Even to know that a viewer is attentive is hardly enough.

If you were to ask your creative people in what condition they want that viewer when he's exposed to a commercial, they would probably ask for the ultimate—a really stimulated state. The stimulated viewer is at maximum response potential for your creative selling skills.

We owe this much to a client who has $30,000 riding on every network commercial showing, to aim to keep a viewer so awake and stimulated by an interesting show that for perhaps the first time, he will be equally stimulated by the excellent commercials.

We know fairly accurately who in each family selects a show, and when that show is good enough to win a high TVQ rating for almost every program and what percentage of homes consider it among their "best liked" television programs. We also know some less positive facts, such as how many of the homes watching a show do so by the simple process of leaving the "set on." These facts are available easily enough.

There is a strong and continuing correlation between the good shows of tv and high scores in all of these areas.

It is important to know the type of viewer who selects your show. It is also important to consider the general appeal of the show and the message your commercial is trying to get across to the viewer.

Research already conducted indicates that two types of viewer are significantly more attentive and therefore, more responsive to commercials. They are: (1) the viewer who enjoys the program considerably and (2) the viewer who makes a definite point of selecting a show (possibly the same person).

A Formula ▪ Therefore, we can make up this hypothetical formula which says: Prime viewers equal adult viewers x target selectors x TVQ rating.

Neither the very good high-rated programs of television nor the very good low-rated programs present a basic problem in giving our commercials a maximum response. But this is not dependably so with respect to that huge area of middle mediocrity. These programs, as one critic said, seem to be on the air for the sole purpose of keeping 8:30 from touching 9 o'clock. Yet, as the escapists in the agency field well know, dozens of these can be satisfactorily justified on numbers only.

The cost-per-thousand is efficient and while the client looks longingly at the top ten list, he is well mollified by the thought that he is reaching five homes per dollar more than his competitor who is also dealing with an audience satiated by dull entertainment.

Wherever a client has a large portion of his budget dollars invested in a single network show, we particularly cannot isolate ourselves from the problem of the distracted viewer.

Better Shows ▪ But the happy part is that it is not really a problem of research or penetrating analysis—although research will help us find the way—it is only a question of better programming. And this alone makes the cause well worth fighting for, since every effort we put forth to achieve the perfect viewer, whether it is a new formula to add the numbers game or a reluctance to stop at just ratings alone, is bound gradually to improve that middle group of shows. These shows color all of television's reputation.

No matter how important or how trivial you consider the viewer's mental attitude, the only possible solution is to make programs more interesting, more exciting, stimulating and rewarding—not routine, nor dull, nor mechanical copies of the shows ahead of it and behind it.

In the very act of recognizing that there might be a distracted viewer wherever there is a "formula" program, you are helping to kick the props out from under those who use numbers as an excuse for mediocre programs.

Buying "audience size of program environment" is surely secondary to the necessity of presenting better programs which, if successful, will accomplish both of these goals for you. But there is a price (which is not money) for presenting better entertainment. Do we want to pay that price? Is it worth it in terms of getting viewers for your commercials as well as numbers in your Nielsens? You have to decide just how many rating points, if any, you are willing to give up to capture the attentive viewer.

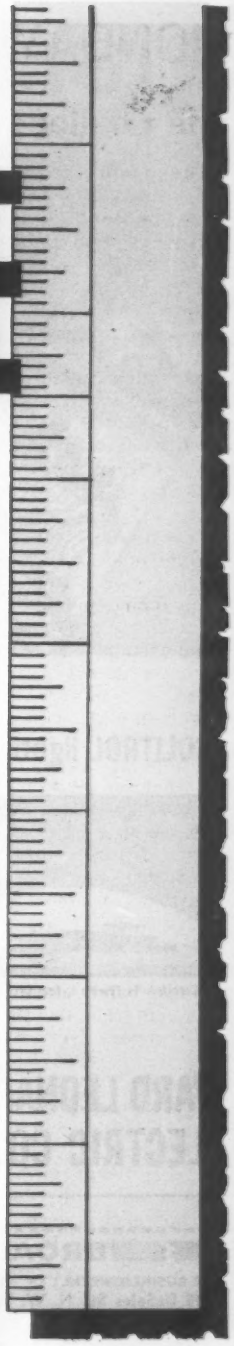
Once you are fully concerned with your viewer's attitude, then go ahead and buy by the number. It no longer will matter. But beware! Buying by circulation alone is not only obsolete but dangerous.

Robert E. Allen, who joined FSR in 1937, became a vice president in 1945. He was elected to the agency's board and named manager of the New York office in 1950 and became president in 1954 at the age of 41. Mr. Allen, who served on the AAAA Committee on the Improvement of Advertising Content for seven years, was its chairman for two years. He was also a founder and co-chairman of the joint ANA-AAAA Committee on Objectionable Advertising.

By Any Yardstick

THE BIG ONE

Takes the *Measure*



ARB

PULSE

NIELSEN

TRENDEX

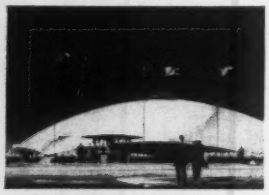
WKRG·TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative,
or C. P. Persons, Jr., General Manager

Comedian Jack Carson and singer Margaret Whiting watch Master Electrician Dave Melaney demonstrate the theatre's new SOLITROL "200" system.

SOLITROL lighting control opens at Circle Arts Theatre



Circle Arts Theatre, San Diego.

Billed as "America's newest and most unique theatre-in-the-round," San Diego's Circle Arts Theatre is truly a colorful approach to live big-name theatre. A thin cement, dome shaped, circular building covering 22,000 square feet, the theatre seats 1853 persons in 15 concentric rows centered about the 36 foot stage.

Circle Arts is just one of the smart new theatres to install SOLITROL silicon controlled rectifier dimming systems. There's a SOLITROL of capacity and versatility to fit every theatre or TV requirement. Write for information. Ward Leonard Electric Co., 57 South Street, Mount Vernon, N. Y. (In Canada: Ward Leonard of Canada, Ltd., Toronto, Ontario.)

2.5

WARD LEONARD ELECTRIC CO. RESISTORS · RHEOSTATS · RELAYS · CONTROLS · DIMMERS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position*

company name

address

city zone state

Send to home address——

* Occupation Required

OPEN MIKE®

Monday Memo acknowledged

EDITOR: Many thanks for publishing my comments (MONDAY MEMO, Dec. 4) . . . I have received numerous letters and calls acknowledging the article. It is always gratifying to discover one has written something which is of sufficient interest to elicit comments from readers.—*Margot Teleki, timebuyer, Reach, McClinton & Co., New York.*

Free press and 'free' media

EDITOR: I think you and our mutual friends in broadcasting have criticized my speech at Colby College the other day [THE MEDIA, Nov. 13; Editorials, Nov. 20], primarily because of something that was left out of it—namely, a discussion of broadcast licensing policy and a defense of free expression for those who hold licenses. This was outside the scope of my purpose. If I were publishing the Colby talk as a learned paper, which it is not, I would probably feel obliged to add at least a footnote disclaiming any intent to promote restrictive policies.

Here is such a footnote:

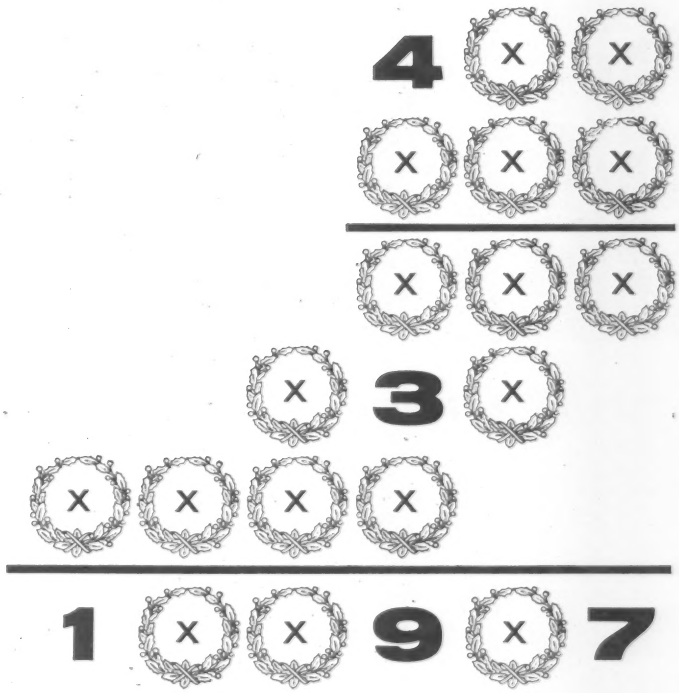
While I insist that media, to be "free," must be open to anyone, and for this basic reason I insist that licensed medium cannot safely be equated with the free press, the question as to how much control the licensing agency should or must exert over broadcasting is an entirely different question and I have not undertaken to discuss it here. Licensing, in itself, does not necessarily mean broadcasting under detailed political control. Radio and television in the United States have undoubtedly benefited from this nation's unique tradition of free expression. The problems and policies of licensing are beyond the scope of this paper, however.—*Bernard Kilgore, president, "Wall Street Journal," New York, N.Y.*

Virginia market study

EDITOR: We appreciated [your story] on the growth of Virginia [SPECIAL REPORT, Dec. 4]. We found it unusually well written and most interesting.—*Mrs. Shirley C. Love, Hayden Huddleston Adv., Roanoke, Va.*

EDITOR: . . . Most interesting. You and your staff are to be commended.—*Clarence H. Osthagen, vice president-executive director, Tidewater Virginia Development Council.*

EDITOR: I note that in your section on Virginia . . . BROADCASTING mentions the Fredericksburg area only very lightly, and then makes the gross error of



HANG THESE ON YOUR X-MAS TREE

The X's above mark the spots where you, if you're like us, will be intrigued into inserting digits. The digits you insert, if you're like us, won't be the correct ones—at first. But you'll keep at it until the numbers you place in the wreaths will make the multiplication all come true. (Yes, Virginia, there *is* a Santa Claus.)

Then you'll send us your correct solution and we'll send you a Christmas present. But hurry—there are only seven guessing days left.

P.S. And seven days a week WMAL-TV news experts report to more than 1.7 million people National and International News, Local, Weather and Sports News (30-min. reports). A few choice participations available.

wmal-tv abc

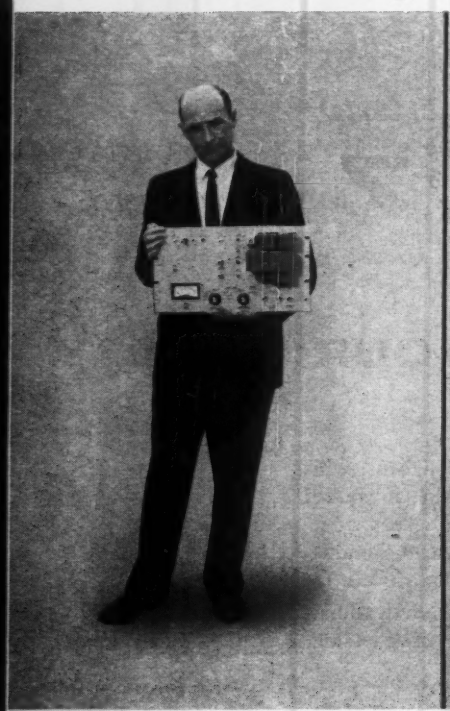
Washington, D. C.

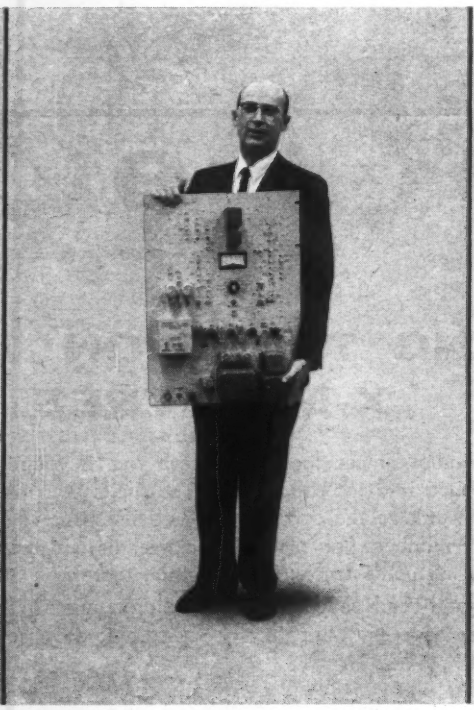
An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

WHAT'S THE MYSTERY

. . . When you use the Collins straight





▲ Start with the all-new Collins FM Stereo Generator, which eliminates the inherent instability of the double injection method of FM stereo broadcasting. In the Collins generator, both stereo channels are produced as a composite signal. The result: stereo separation which greatly exceeds FCC requirements. This all-transistorized generator requires no on-the-air adjusting or readjusting.

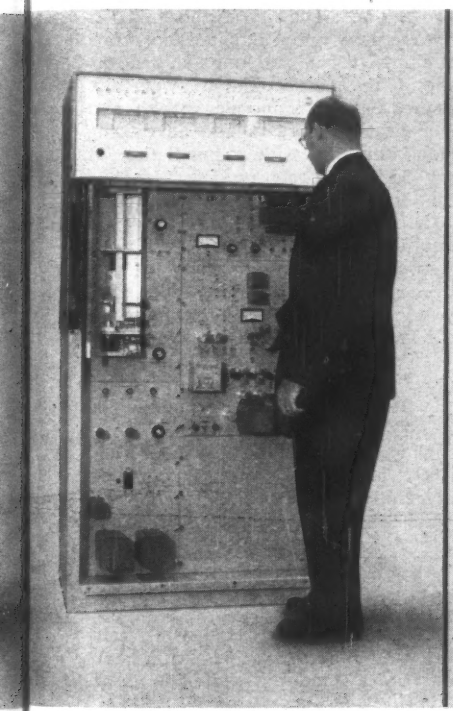
▲ Then match up the new generator with the new-approach Collins 830A-2 Exciter. This independent 10-watt unit accepts FM stereo directly so that no auxiliary modulators are necessary for stereo or SCA. The unit may be rack-mounted and is all-transistorized, except for five vacuum tubes in higher level stages. The 830A-2 eliminates the undesirable multiplication of oscillator drift, because the full FM signal swing is developed at 14 mc and heterodyned to output frequency. It also provides monophonic and SCA audio inputs from 30 cps to 75 kc directly.

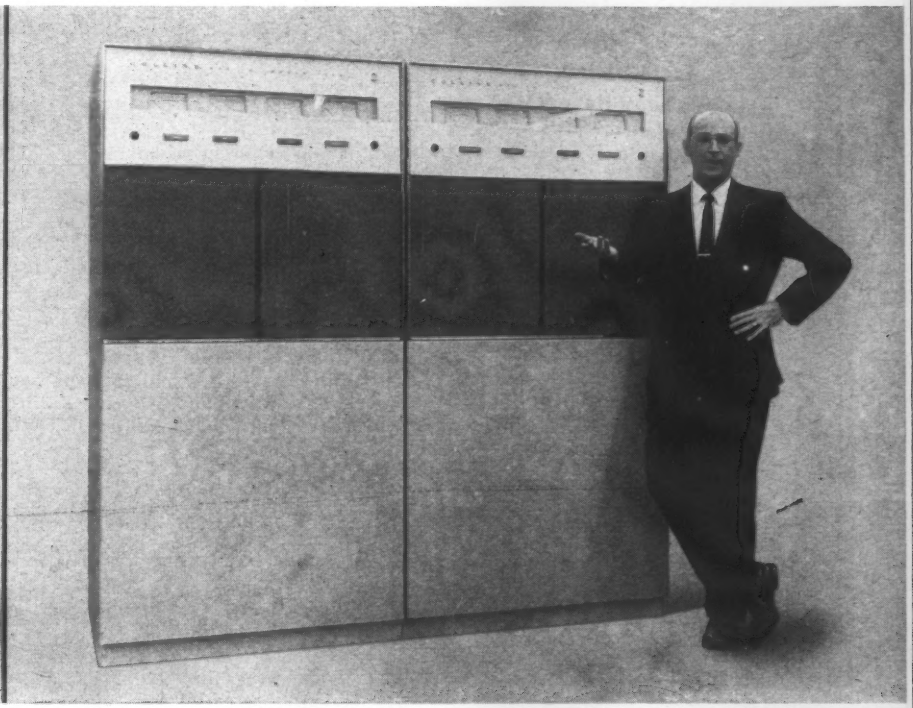
▲ Now, mount them both into the Collins 830B-1 FM Transmitter. The two units, mated with the 250-watt transmitter, add up to the only industry-wide fresh approach in FM stereo! For the first time, the broadcaster has available equipment designed specifically for both stereo and monaural transmission that provides vastly improved bass response, extremely low distortion and high signal-to-noise ratio. Result: the finest FM transmitting equipment on the market.

COLLINS RADIO COMPANY • CEDAR RAPIDS • DALLAS • BURBANK • NEW YORK

ABOUT FM STEREO?

forward approach there's no mystery





▲ Check the simplicity and ease of operation. The Collins 830B-1 250-watt FM Transmitter is a pleasure when it comes to actual operation, with push-button power control, front panel tuning and multi-circuit metering. Too, the 830B-1 is completely equipped for the addition of remote control and automatic logging! Vertical panel construction allows complete accessibility to all components for inspection and maintenance. All adjustments can be made without taking the transmitter off the air. It's no wonder the Collins 830B-1 recently won WESCON's top honors for design.

For more information on FM Stereo Transmitting Equipment, contact your Collins Broadcast Sales Engineer or write direct.

COLLINS

▲ Put them all together and you've ended the mystery about FM stereo! With your choice of 250 or 5,000 watts of simplified FM, Collins provides the answer for complete service. The Collins 830E-1 5,000-watt FM transmitter is completely self-contained in two identically styled cabinets and has the screen grid at ground potential, eliminating screen bypass capacitors — one of the frequent breakdown sources in power amplifiers. The high voltage transformer, directional couplers and harmonic filters are mounted inside the cabinet. All these features add up to one thing: the most direct approach to FM stereo is Collins!

memo to:

Bob Hardy

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is worth buying:

COST PER THOUSAND

26¢

based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)

- Here's one example how we dominate the Lansing market:

HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am-noon	61.9	23.2
M-F noon-6 pm	60.6	18.8

C. E. HOOPER, JAN.-FEB. '61

121

RADIO WILS LANSING

1320

24 HRS/DAY

5000 WATTS DAYS

1000 WATTS NIGHTS

represented exclusively by Venard, Rintoul and McConnell

lumping it in with the Washington metropolitan area! . . . Fredericksburgers consider Burocratograd-On-The-Potomac as an essentially alien territory; and I submit that our 50 mile distance from the Capitol hardly puts us in the "Washington Suburbs" classification. . . .

One other thing—in your enumeration of major plants about the parts of the state you recognized—you completely ignored "the world's largest Cellophane plant." The American Viscose Corp. Film Division's Fredericksburg operation—employing nearly 3,000 persons—is hardly in the pip-squeak category. . . .

I find the article more than slightly slap-dash and on the whole very disappointing.—*John C. Morgan, general manager, WFVA-AM-FM, Fredericksburg, Va.*

EDITOR: [BROADCASTING] did a magnificent job in telling the Virginia story.—*John B. Tansey, general manager, WRVA Richmond, Va.*

Missing advertiser

EDITOR: I was quite surprised to note the omission of Mogen David Wine Corp. in your coverage of this agency's radio and tv billings [BROADCAST ADVERTISING, Nov. 20].

A very large part of this advertiser's multi-million dollar campaign is in broadcast media. . . . Mogen David Wines maintain a heavy spot tv schedule in 65 markets, sponsor 30 spots per week on NBC Radio . . . and 25 spots per week on ABC Radio.—*Byron A. Bonnheim, vice president, Edward H. Weiss & Co., Chicago.*

[A typographical error resulted in omission of radio-tv usage by both Mogen David and Purex. Mogen David used "Dick Powell Show," "Saturday Night at the Movies" and "Jan Murray," as well as tv spot and network radio. Purex used NBC-TV's daytime specials for women and other daytime shows and tv spot.]

Liquor is all wet

EDITOR: Some weeks back you had a news item on the subject of "Liquor Ads on Air" (BROADCAST ADVERTISING, Nov. 20).

It is my hope that the industry will ignore these drives that come from time to time to get stations or networks to accept hard liquor advertising. . . .

I know from experience that the WCTU can get active very fast, even when it is only a rumor that a network might sell time to a liquor advertiser. Such a rumor got out years ago, when I was a network executive. No radio network was even considering doing this, but the four networks were bombarded by hundreds of thousands of letters and cards on the subject. It became a tough problem, and the fact that we advised the WCTU that we were standing by our code and not considering this did not stop the mail.

Finally, one morning, I wrote the president of the WCTU, reminding her again that we were sticking to our code. At the end of the letter, I wrote that if the mail did not stop it would drive me to drinking hard liquor . . . And within a week the campaign of letters stopped.

Basically, I still feel that the policy adopted years ago is sound, and I hope there will be no change.—*Edgar Kobak, N. Y.*

More from Michels

EDITOR: In reading your publication of my recent letter [OPEN MIKE, Dec. 11], I was amazed to find that the deletions made to my letter, due to shortage of space, resulted in a distortion of the point I wished to make.

To be brief: The city (Auburn, N.Y.) up to a few years ago had only one am radio station and one daily newspaper both under common ownership. For reasons of economic growth and diversification of news and advertising media, this city with a population of over 35,000 people needed a second radio station.

There is no possible way to devise your so-called "grandfather protection" engineering standards to allow for new stations where they are needed and exclude grants from areas where the economics are not suitable for additional stations. My point is that economic control can only be achieved by rules which recognize the economic and media diversification factors.

I hope you will find this letter sufficiently brief to permit its complete publication.—*Herbert P. Michels, president, Ron Electronics Corp., Montclair, N.J.*

Inaccuracy on Madison

EDITOR: I would like to call your attention to an inaccuracy . . . in the story concerning deintermixture in Madison, Wis. (GOVERNMENT, Dec. 4).

Your good publication reported that the *State Journal* is a part of Lee Enterprises which owns WMTV, a uhf station in Madison, Wis.

Forward Television Inc., owners and operators of WMTV, is owned 51% by Lee Radio Inc., Mason City, Iowa, and 49% by Lee Broadcasting Inc., Quincy, Ill. None of these corporations are owned by Lee Enterprises, Davenport, Iowa, although Lee Enterprises does own 20% of Lee Broadcasting Inc. None of the Forward Group operations has any direct affiliation with the Wisconsin *State Journal*.—*Herbert R. Ohrt, vice president, KGLO-AM-TV Mason City, Iowa.*

These men have flown the Atlantic 3 times in the last 3 hours

Every Air France jet crew begins final preparations at least three hours before every transatlantic flight. They begin to "fly the route" in the flight preparation room—on charts, with diagrams, and in their mind's eye. They make an average of three of these valuable and exacting "trips" before they ever leave the ground. Weather reports are thoroughly absorbed. Every detail of the flight is completely checked out, and then checked out again. Possible alternate courses are charted, and discussed. All to assure the swiftest, most dependable and comfortable route for every individual Air France flight. This meticulous advance planning explains why Air France holds the speed record from New York to Paris. Why every Air France flight is so effortless, relaxing and rewarding. Why Air France is the world's largest airline, with a 42-year record of achievement, flying experience and service.

AIR FRANCE JET

PUBLIC RELATIONS PERSONNEL READY TO SERVE YOU IN NEW YORK, CHICAGO, LOS ANGELES, MONTREAL, MEXICO CITY

THE PGW

COLONEL'S MAJORITY

The TV and Radio stations represented by **PGW** bring welcome relief from the routine of the work-a-day world to a majority of the nation's women. Homemakers and career gals; wives and mothers; single girls;—all are women who manage the budget and make the buying decisions.

The **PGW** Colonels in our ten offices from coast to coast are ready, willing and very able to show you the best ways to reach these millions of women with spot television on these outstanding television stations. Won't you give us a call?

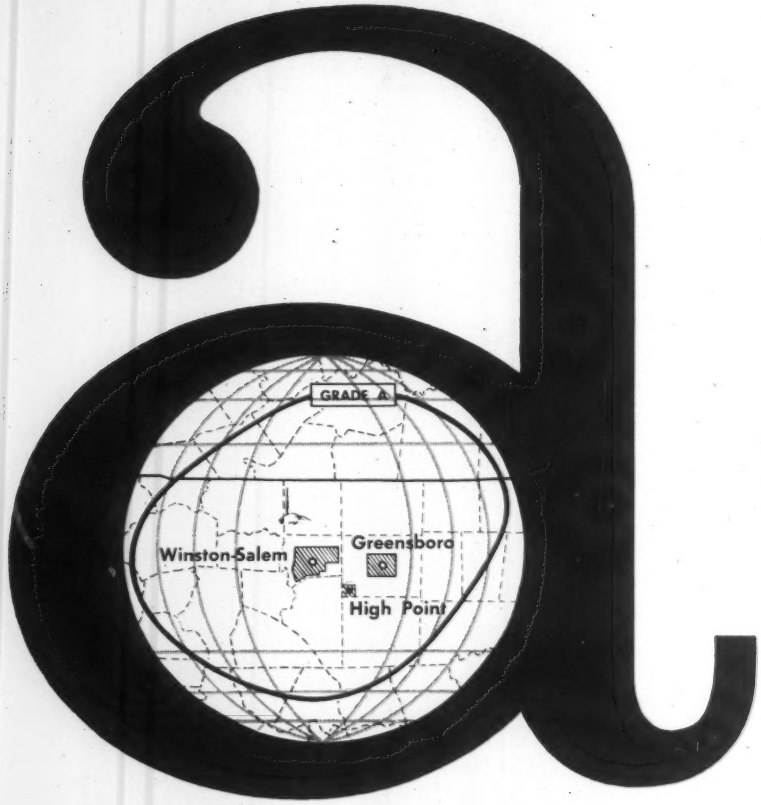
FOR SPOT TELEVISION

		CHANNEL	PRIMARY
EAST—SOUTHEAST			
WAST	Albany-Schenectady-Troy	13	ABC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WLOS-TV	Greenville, Asheville, Spartanburg	13	ABC
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WSFA-TV	Montgomery	12	NBC-ABC
WSIX-TV	Nashville	8	ABC
WDBJ-TV	Roanoke	7	CBS
WSJS-TV	Winston-Salem-Greensboro	12	NBC
MIDWEST—SOUTHWEST			
WCIA-TV	Champaign-Urbana	3	CBS
WOC-TV	Davenport-Rock Island	6	NBC
WHO-TV	Des Moines	13	NBC
WDSM-TV	Duluth-Superior	6	NBC
WDAY-TV	Fargo	6	NBC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wisc.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS
KPLR-TV	St. Louis	11	IND
KARD-TV	Wichita	3	NBC
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS
MOUNTAIN and WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV KMAU-KHBC-TV	Honolulu	9	CBS
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK ATLANTA DETROIT FT. WORTH LOS ANGELES
CHICAGO BOSTON ST. LOUIS DALLAS SAN FRANCISCO



DISCOVER

North Carolina's Grade A World

Only this one station provides Grade A Coverage of thirty-three populous counties in the heart of the rich Piedmont, dominated by the metropolitan tri-cities of Winston-Salem, Greensboro, High Point – a responsive market of more than 300,000 television homes!

Call Peters, Griffin, Woodward, Reps.

WSJS TELEVISION

NBC MST CHANNEL 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
December 18, 1961, Vol. 61, No. 25

LOCAL RADIO HITTING RECORD HIGHS

■ Home town merchants help most stations top 1960's billings

■ Softness in spot totals hurts most, but not all, stations

■ While markets vary, many show gains in last six months

Local radio business is perking along at a pace exceeding on most stations the records it set in 1960.

The strength of local business, long cited by salesmen as the classic proof of radio's sales effectiveness, not only is continuing to increase, but in many cases appears to be carrying total station revenues to new peaks this year.

Despite all-time-high sales levels reached by many stations in 1960; despite a general economic downturn that hit bottom in 1961; despite this year's absence of the major political campaign business that helped to swell last year's totals — despite all the factors that helped make the 1960 sales record a hard target to shoot at, a majority of radio stations did better this year.

These are the facts and conclusions that emerge most clearly from a BROADCASTING survey of 1961 radio sales. Close study of the station returns makes equally clear, however, that while gains predominated in total, the results fluctuated widely from market to market and station to station. While some stations reported "fantastic" gains in 1961, others were reporting the opposite result in terms ranging from "soft" and "flabby" to "sad" and "dreadful."

Here are the highlights of BROADCASTING's findings:

▪ In terms of total business, 55% of the station respondents said 1961 is running ahead of 1960. Another 4% said they were holding even. Of the 41% who said 1961 was off, a considerable number talked of revenues which normally would be considered at or near peak level but which, because of uncommonly high totals in 1960 were 2 to 4% below that mark this year.

▪ Local sales continue to consolidate their position as No. 1 source of radio station revenue. For 1961, 65% of the respondents said their local business this year exceeded 1960's and another 10% saw no significant change, while 25% said 1961 local sales failed to reach last year's levels.

▪ The softness in national spot business which has been noted by many authorities recently is hurting a substantial minority—but not a majority—of stations. Among those participating in the BROADCASTING survey 46% said spot business was better this year than last and 10% said it was holding its own, while 44% reported spot off.

Gains in total revenues, this year over last, ranged from 1% in several cases to 300% in one. More than half were in the 1-to-10% range, but almost one-fourth were between 10 and 20%.

Among stations reporting total business down, approximately 75% of the estimates fell within the 1-to-10% bracket and virtually all the rest were between 10 and 20%.

Substantially the same pattern of fluctuation was reported in the ups and downs of local and spot business, except that local carried a somewhat higher level of increase.

Comparing Figures ▪ Although dollar figures were not solicited in the survey, the nature of the trends may be generally evaluated by comparison with the dollar figures for 1960. These figures, as compiled by the FCC, showed 1960 total radio revenues for non-network-owned stations at $534.7 million, an increase of 7% over 1959; local time sales at $385.3 million, up 7.3% and spot time sales at $202.1 million, up 7.4% (BROADCASTING, NOV. 13).

Sales performance during and after the end of the 1960-61 recession—which bottomed out late last spring—varied widely from market to market, but in general business during the last half of 1961 appeared to run somewhat stronger than in the first half.

In comparison with the same periods of 1960, first-half total revenues this year were higher on 49% of the stations and held even on 7%; local revenues were higher on 58% and even on 10%, and spot sales were higher on 36% and even on 26%. Last-half total revenues this year were ahead of last year's on 63% and even on 2%; local was up on 62% and even on 8%, and spot was up on 40% and even on 17%.

Radio Can Sell ▪ The more widely distributed gains in local business were cited by a number of station owners and managers as prime evidence that

Pepsi will spend $3.5 million in radio in '62

The Pepsi-Cola Co., New York, which hails itself as the number one radio advertiser, will spend approximately $3.5 million on network and local radio during 1962. Network radio will be allocated about $1.3 million and local radio about $2.2 million.

Pepsi is strong in local radio, a company spokesman said last week, with funds invested by the bottler matched by the parent company. Bottlers will use more than 2,000 stations throughout the country during the coming year.

A record advertising-promotion budget for 1962 of more than $35.5 million was announced last week by Philip B. Hinerfeld, Pepsi-Cola's vice president for advertising. About 45% of the expenditures are earmarked for radio-tv, with television receiving more than $14 million. He said Pepsi-Cola will have more frequency on tv than at any time in its history, with participations on network programs and spot tv purchases (the company ends its 13-week association with ABC-TV's *New Steve Allen Show* on Dec. 27).

Mr. Hinerfeld also announced that Teem, its new lemon-lime drink, will be advertised in a separate campaign, using tv and radio spot announcements and the printed media. BBDO is Pepsi-Cola's agency.

LOCAL RADIO HITTING RECORD HIGHS continued

radio can sell—that local users are on the scene and "can see it sell," and that they wouldn't continue to invest more and more dollars in the medium if they didn't know it brings results. Some noted with a trace of bitterness—as many before them have noted—that national buyers could profit by following the local advertiser's example in media selection.

Among the stations reporting 1961 business lagging behind 1960's, two groups stood out. One consisted of stations, including a sizeable percentage of the major-market stations as well as many in small markets, who said in effect that 1960 had been such an exceptionally good year, aided partly by the quadrennial influx of political campaign purchases, that failure to top it in 1961, while obviously disappointing, was not entirely surprising.

Members of the other principal group among those trailing in 1961 singled out special economic problems, usually local in nature, which they said had imposed a drag on sales.

One specially hard-hit operator sized up his situation this way:

"We are in a market which has had little population growth. Unemployment is relatively high, our largest employer has given his employes a 10% wage cut for two years in a row, and there is a general lack of confidence on the part of the consumers. Retailers are 'holding back.' Our national business is off, too, although national is a small part of our revenue. We are reducing our personnel by 10% the first of the year."

A. M. Gates of WYVE Wytheville, Va., reported that "local has been up and down due to the local employment situation. National and regional business have risen—mainly on automotive and soft drink accounts, plus a small increase in agricultural business."

Slow Year ▪ From John K. L. Peterson of WTHE Spartanburg, S. C., came this report: "Local business has not shown the surging year-to-year gains this year. We are a cottonmill town and have had a slow 14 months. Now, though, we are re-started. Several companies have this month started construction of plants to create over 1,000 new jobs; also two new shopping centers. So we are off and running—looks good for 1962."

Larry Stewart of WDWS Champaign, Ill.: "The first three months of 1961 saw local business down. Money was very tight and the retailer had adopted a wait-and-see attitude. The balance of the year has been good on local business. National business was lousy the first three months, pretty good throughout the summer and dipped again in the fall. We must remember that last October and November were national election months and brought in that once-in-every-four-years political business. Our October and November national spot figures for this year are way off last year's due to this very thing. Overall it has been a pretty good year locally . . . pretty ordinary nationally."

Several broadcasters suggested that while special local economic problems hurt the stations in the area, radio as a whole does best when the general economy is tight. Their reasoning was that in troubled times big advertisers turn to radio as the medium that will give them most for their money, but that when general conditions improve they turn back to the "luxury" or "status symbol" media such as television.

Some operators said "too many stations" in the market contributed heavily to their economic problems. One southern broadcaster, whose station had been on the air for 13 years, put it this way: "This year has been weak. Accounts receivable have been higher in past-due than ever before. There is no correct reason for this. All media have had the same problems. Only two months this year showed an increase over 1960. We believe that there are just too many radio stations in this market—the market is overworked."

Smaller Slice Of Pie ▪ Another broad-

ABC Radio up 21%

ABC Radio's sales in 1961 rose by 21% over last year, Robert R. Pauley, president, announced in a year-end statement last week which claimed "tremendous progress" in all departments of the network. He called 1961 "the finest year financially in the recent history of ABC Radio."

Each quarter of the year showed an increase over the previous one, Mr. Pauley pointed out. Using the first quarter as a base, the second quarter showed a 7% rise; the third quarter was up 14% over the first, and the fourth quarter will be up 36%.

Don McNeill's *Breakfast Club* and the weekday newscasts were said to account for 48% of the total revenue from programming. The weekday news shows and *News Around the World* were programs responsible for the largest sales gains over 1960, increasing by 30% and 25% respectively, Mr. Pauley reported.

He stressed that 1961 was marked by the return of advertisers using ABC radio on a long-term basis—26 and 52 weeks. Among the 52-week sponsors scheduled to use ABC radio in 1962, he said, are Wrigley, Maremount Mufflers, Breakfast Vitamins and Miller Brewing.

Too busy to call on agencies, says Texan

"We can't afford to call on agencies because we're busy on Main Street," said Tom Elkins, president-general manager of KBUS Mexia, Tex.

But Mr. Elkins has some potent arguments on behalf of the role radio stations play in their communities. For example, "In the last five years our staff has included the Rotary president, vice president of the Lions Club, officers in the Chamber of Commerce and officials in four churches—which isn't bad considering we have a staff of four."

The KBUS total volume is up 80% in two years despite a drop in national spot. "Local clients demand concrete results," he reminded, adding that the time consumed in agency calls "did not justify the effort."

KBUS has a dual rate card. "Actually it's the same rate by the time it gets to us," Mr. Elkins said. "We charge agencies an additional 15% so when they take their deduction we wind up with our local rate. If the agencies do the selling, as they claim, why is it necessary for us to call on them? One agency sent us 18 letters and four superseding schedules before the spots even began.

"Most operations like ours dominate their markets. A single-station facility may have ratings of 60-70% share-of-audience. We have two places to put money and get dividends—local news coverage and the payroll.

"After experience in four markets in the top 100 and stations from 1 to 50 kw, plus six years in tv, I'm convinced the best major market station is still only working with a portion of its market. We are radio, and we are broadcasting, in our market since there is no tv station. If the man who says 'radio can't do the job' would clutter his wellwashed-brain with a few facts he would find there are thousands of radio stations that can do the job every day."

Small-market radio stations show 1961 business ahead of '60

Six out of ten radio stations in the country's smaller markets expect their final accountings to show that 1961 business was better than 1960's, according to a survey conducted by Keystone Broadcasting System (for BROADCASTING's own radio survey, see page 31).

The survey results, released last week by Keystone president Sidney J. Wolf, showed 61% reporting billings gains this year over last. Three out of ten (32%) said their 1961 business is down from last year's level, and the rest (7%) reported no appreciable change.

The stations were predominantly optimistic about 1962: 85% said they looked for billings to go higher next year. Of the rest, 13% expected a drop and 2% no change.

Among the optimists for 1962, hopes ran slightly ahead of expectations: 81% "hoped" to improve billings by amounts ranging up to 30%; 10% were shooting for 30 to 100% increases, and 9% were hopeful that business would improve by 100% or more. Asked what sort of gains they actually expected, 92% responded in the up-to-30% range.

Plans For Action ▪ To help achieve their sales goals, the stations said they were taking a number of specific steps. Most frequently mentioned: (1) Improve programming, (2) intensify promotion and merchandising and (3) give better advertiser service. Closest runners-up were plans designed to meet specific sales objectives: hiring more salesmen, making more sales calls, expanding territories.

The survey was conducted among owners or managers of 150 Keystone affiliates in 41 states. Stations were selected for the sample "on the basis of their profile being representative of the 1,125 radio station affiliates in the KBS network." Returns came back from 85 stations (57% of the sample) in 39 states.

Respondents are situated in so-called "grass-roots" areas: 31% are in markets having a population of less than 10,000, and 93% are in markets below 100,000 population. Keystone described the "typical" respondent station as being am only, operating with 500 or 1 kw, and broadcasting 12 to 18 hours a day, with 80% of its revenues coming from local advertisers, 15% from regional and 5% from national.

More than seven out of 10 (74%) have some kind of sales-representation agreement: 32% work with a national rep, 8% with a regional rep, and 34% with both a national and a regional rep, while 26% have no rep.

Wide Range ▪ The 1961 billings reports, based on figures for the first three quarters and estimates for the fourth, indicated gains ranging from one-half of 1% to 100%, but falling largely in the 10 to 20% range, while stations estimating a decline in business this year pegged the slide from 1% to 30% but most frequently indicated the 10 to 15% area.

As 1961 moved along, the report noted, fewer stations showed declining revenues and more showed gains. Among those reporting increases, 67% estimated that the fourth quarter would be ahead of last year's; 61% said their third quarter was higher than in 1960; 60% said the second quarter this year was up and 46% said the first quarter was up.

Among those reporting business down, 38% said they had a drop-off in the first quarter, 33% in the second, 28% in the third and 20% in the fourth.

Up Or Down—Why? ▪ In trying to evaluate the ups and downs, 56% of the respondents said they thought all radio business was up this year and that this figured in their own gains; 44% of those reporting declines thought their own situations were at least partly attributable to a general decline in radio business.

A majority of the stations reported signs of growing advertiser interest in radio at the local and regional levels: 82% saw more local advertiser interest (18% saw less); 66% saw more regional advertiser interest (34% less) and 33% saw more national marketing interest (67% less).

Reasons most frequently given for radio business improvement were, in order: (1) improvement in the general economy; (2) better sales, promotion and merchandising efforts by the stations; (3) increases in station power and coverage, with attendant ratings gains; (4) evidences of renewed vigor in radio and renewed appeal to advertisers and (5) improvement in station management and policies.

Food, automotive, and department and clothing stores were the three ranking categories as sources of local business. For regional business the top three were food, beer and agricultural products, and for national business, automotive, food and drugs products.

caster, reporting local business was down more than spot, explained it this way: "We now have four stations here to compete for the local market." Another, in New England, noting that his local business had been soft, said "a new station in the market has cut into the pie." He said local business was becoming more solid now, but only regional spot has held "fairly good" for the year.

This same broadcaster suggested "it would make sense if the FCC separated national from regional" spot business in its annual financial reports. "We'd like to know exactly how much national spot comes into this market," he explained.

Another broadcaster, with spot slumping heavily, concluded that "most agencies seem to be buying by power coverage of a station and not for audience response."

Several stations contended there is not enough aggressive selling of radio. Most of these directed their criticism at national-level selling, but some aimed it also at themselves and their local salesmen. Several said they were increasing their sales staffs. One midwest group operator, however, said he had dropped his national rep—and is getting "about the same amount without one."

A scattering of fm stations among the respondents reported almost unanimously that fm is gaining acceptance in their areas and that their business is growing.

These reports, along with others in am radio, indicated that specialized radio stations playing to relatively small but "elite" audiences have and in many cases are making the most of special opportunities to attract advertisers not ordinarily considered radio prospects.

Sephen B. Labunski of WMCA New York summed up a number of constructively offered observations when he said that "1961 demonstrated to radio broadcasters the urgent need for creative, more diversified selling efforts—and less internecine bickering. Radio's basic sales problem is the need for an industry-wide drive for new categories of advertisers as well as for new business."

First Census returns out on radio-tv

1960 RESULTS AND COUNT FOR 1950 ARE NOT COMPLETELY COMPARABLE

Official U. S. Census returns showing the number of radio and television homes by states, counties and metropolitan areas are being released by the Census Bureau. They are based on census forms filled out by dwellers in a sample of the nation's households.

The official figures will be published by BROADCASTING as they become available for metropolitan areas as well as counties, showing population, occupied dwelling units, total radio homes, radio saturation, radio homes with two or more sets, total tv homes, tv saturation and tv homes with two or more sets.

Figures from the 1960 census are not directly comparable to the 1950 census returns because of changes in the questions asked and the method of computation (BROADCASTING, Aug. 7). In Maine, for example, radio saturation of 89.3% is shown for the state compared to 96% in 1950.

Both NAB and Radio Advertising Bureau have questioned the accuracy of the returns as well as the comparative techniques used to obtain the figures. In 1950 census enumerators were instructed to check "yes" for radio and tv even if receivers were out of order or being repaired. However in 1960 the question specified "only sets in working order."

The definition of a household in the 1960 census was broadened, adding 300,000 to 500,000 households to the statistical base. In 1950 the data were gathered by trained enumerators; in 1960 each household sampled with a questionnaire on housing equipment—a legal-like 12-page form—was asked to fill out the forms. One of each 20 homes received the housing questionnaire.

Finally, the 1950 saturation figures were computed against number of reporting dwellings, whereas in 1960 a base of occupied dwellings was used.

Thus, while Maine shows an apparent radio saturation decline from 96% to 89.3%, the view is strongly held that the actual saturation rate increased during the decade despite the statistical finding. The number of Maine homes with radio increased from 241,470 in 1950 to 250,311 in 1960.

Television circulation increased from 2,965 homes in 1950 to 251,755 in 1960. At the time the 1950 census was taken there were fewer than 5 million sets in the nation, roughly one-tenth the present national total.

The statistics in this table have been taken from three sets of "Advance Reports" issued by the U. S. Census Bureau. They show basic population, household and radio-tv saturation for the state of Maine. Other tables will be prepared by BROADCASTING as the information for states, counties and metropolitan areas becomes available during the winter. All states and major territories will be included.

Final radio-tv reports from the census are being processed by the bureau but they will not be available for some weeks. It is not believed the final figures will differ materially from the advance data. The percentage saturation figures for radio and television are not considered comparable to 1950 census data because of variance in definitions and methodology.

Radio and Television—1960 U. S. Census of Housing

MAINE

AREA	POPULATION	OCCUPIED DWELLING UNITS	WITH RADIO: TOTAL RADIO HOMES	WITH RADIO: SATURATION	WITH RADIO: 2 OR MORE SETS	WITH TELEVISION: TOTAL TV HOMES	WITH TELEVISION: SATURATION	WITH TELEVISION: 2 OR MORE SETS
STATE TOTALS	969,265	280,455	250,311	89.3%	78,953	251,755	89.8%	20,952
COUNTY								
Androscoggin	86,312	26,253	24,295	92.5%	8,359	24,206	92.2%	2,529
Aroostook	106,064	25,828	23,914	92.6%	6,288	22,158	85.8%	660
Cumberland	182,751	54,817	50,071	91.3%	21,987	50,461	92.1%	8,028
Franklin	20,069	5,732	4,849	84.6%	1,087	4,671	81.5%	103
Hancock	32,293	10,207	8,321	81.5%	1,668	9,215	90.3%	455
Kennebec	89,150	25,537	22,701	88.9%	6,445	22,766	89.1%	1,085
Knox	28,575	9,039	8,123	89.9%	2,043	7,634	84.5%	247
Lincoln	18,497	5,776	5,171	89.5%	1,263	5,124	88.7%	87
Oxford	44,345	12,771	11,164	87.4%	2,876	11,612	90.9%	676
Penobscot	126,346	34,494	30,123	87.3%	8,849	31,251	90.6%	2,938
Piscataquis	17,379	5,161	4,299	83.3%	926	4,612	89.4%	292
Sagadahoc	22,793	6,881	6,080	88.4%	1,799	6,045	87.9%	505
Somerset	39,749	11,564	10,264	88.8%	2,403	10,214	88.3%	372
Waldo	22,632	6,575	5,510	83.8%	1,643	5,684	86.4%	237
Washington	32,908	10,105	8,367	82.8%	1,855	8,491	84.0%	189
York	99,402	29,615	27,059	91.4%	9,462	27,611	93.2%	2,549
METROPOLITAN								
Lewiston-Auburn	70,295	21,740	20,371	93.7%	7,303	20,003	92.0%	2,325
Portland	120,655	37,901	34,785	91.8%	16,279	35,050	92.5%	6,182

Proud says ad business must accept limelight

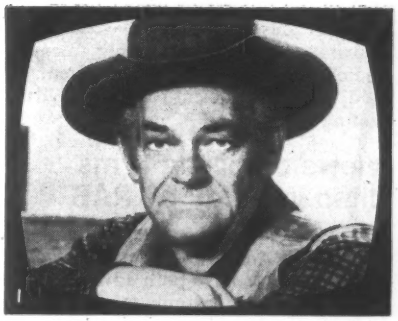
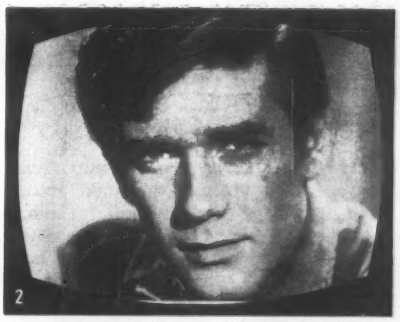
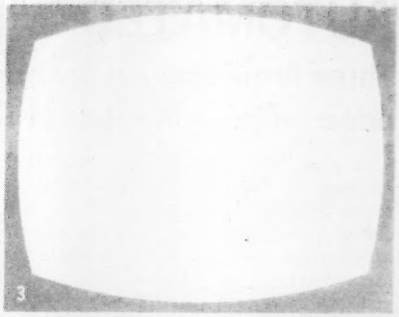
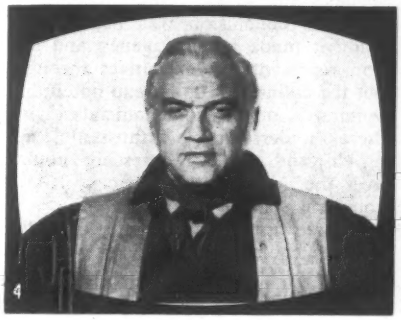
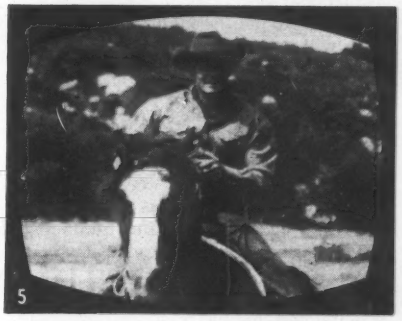
Advertising, according to C. James Proud, president and general manager of the Advertising Federation of America, "is constantly on display and those operators who cannot have their business methods out in the open should get out of the advertising business."

In a speech Dec. 8 before the Ohio Valley Advertising Club in Wheeling, W. Va., Mr. Proud noted, "It is up to every one of us to see that shysters and crooks are exposed for what they are."

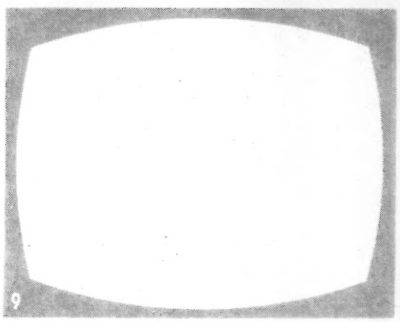
He felt the image of advertising and business in any community can be elevated by (1) supporting the local advertising club, (2) organizing and supporting a Better Business Bureau, (3) omitting fights between competitive media and (4) recognizing and using advertising as the "voice of business."

Bristol-Myers is undecided

Bristol-Myers' continued and possibly expanded participation in the A.P. Management Corp.'s so-called "bartered-time" radio advertising plan has not yet been set but is still under consideration, Alfred A. Whittaker, Bristol-Myers vice president and director of advertising, asserted last week. Bristol-Myers has been using the plan for its Ipana toothpaste, and BROADCASTING reported two weeks ago that the company "plans to continue" the arrangement next year on behalf of other products (BROADCASTING, Dec. 4). Mr. Whittaker said last week that B-M has reached no decision to continue with the plan, but did not rule out the possibility that it would do so.

8 of Atlanta's 10 top-rated shows are seen on wsb-tv...



IN OCTOBER, 1961, WSB-TV dominated the 3-station Atlanta market... as it has for 45 consecutive months. Nielsen's Station Index (Nov. 5) showed eight of the 10 top-rated shows on WSB-TV. ARB (Oct.) reported Atlanta's Channel 2 leading in all time segments... with a 43% over-all share of audience. This dominance comes from serving the public interest... and makes WSB-TV the sales-producing station in Atlanta.

CHANNEL 2
wsb-tv
ATLANTA

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

AUTOMATED MEDIA BILLING

Three firms discuss their planned services, prices in presentations to RTES conference

A glimpse of the pricing structures planned by the three companies currently offering to help clear out the so-called paper jungle that surrounds spot timebuying was furnished last week as representatives of all three firms appeared on the same platform to explain their services.

The forum was a roundtable luncheon of the Radio & Television Executives Society, held Wednesday (Dec. 13) in New York.

The speakers, all of whose services are based on use of high-speed data-processing equipment, were George W. Schiele, vice president of Broadcast Billing Co.; Kenneth Schonberg, president of Central Media Bureau, and John Palmer, president of Broadcast Clearing House.

In response to questions after they had sketched the highlights of their proposed services, all three said their prices would be based on percentages of the dollar volume of billings handled:

Broadcast Billing Co. ▪ Mr. Schiele said BBC's prices would be graduated so as to cover the costs of handling small accounts with penalizing big accounts. For most agencies, he estimated, the fee would be one-tenth to one-fifth of the 0.1% to 0.2% amount of agency billing handled by BBC. For the "average station" he estimated the charge would come to about $5,000 a year, and in the case of stations billing in the $3-4 million range, about $9,000.

Broadcast Clearing House ▪ Mr. Palmer said BCH is not prepared to cite its rates precisely but that they would be "very close" to those indicated for BBC. He estimated that the rates for agencies would scale down from 0.2% of the amount of billings handled by BCH; that the fee from station representatives would be "about half that much," and that for radio stations the charge would be graduated down from 1% of billings handled. Because BCH plans to start in radio, he did not indicate a price for television stations. He said BCH would move into the tv area within about six months after commencing operations.

Central Media Bureau ▪ Mr. Schonberg said that after it has been in operation for a while, CMB may find a "better" method of pricing, presumably meaning that fees might eventually be established on a per-transaction basis. But at the start, he said, charges would be made in percentages of billings handled by CMB, approximately as follows: for reps, 0.1% for clearance of discrepancies and the so-called CMB rate ticker tape service (which keeps reps and agencies instantly informed of orders placed on each station, at what rate they were placed and at what future point a lower rate may be earned), plus another 0.1% for preparation of station-agency contracts, contract revisions and billing projections.

For radio stations, he said, CMB's price will vary according to the amount of billing involved, ranging from 0.5% for a high-volume station to 1% for stations whose billings are low. For tv stations the rate will be a flat 0.4%. For radio stations there will be a $500 minimum charge; for tv stations a $2,000 minimum. Prices for agencies will vary according to the number of services used; for full service it will be 0.8%.

William E. (Pete) Matthews, Young & Rubicam media relations and planning vice president, who presided at the session, said timebuying involves 16 paperwork steps more than are required in buying non-broadcast media. He estimated that the use of data-processing equipment could eliminate about half of the steps now necessary. He said that in the process of media placement thus far this year Y&R has used approximately 20 tons of paper, most in radio-tv buying. The current system, he said, is "an inefficient, costly and frustrating process."

Views on billing firms cited in study by RAB

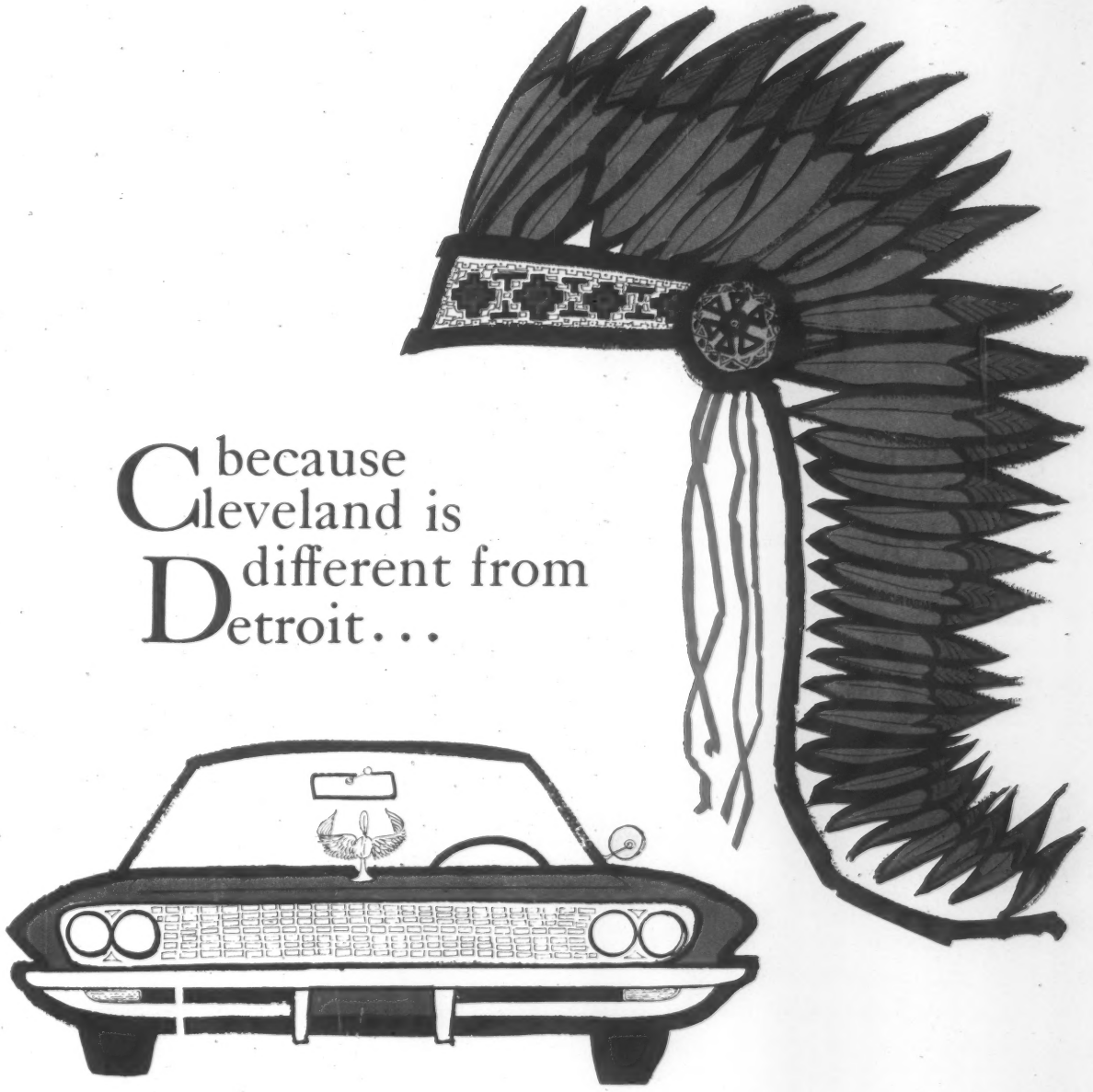
The Radio Advertising Bureau reported last week that the new central billing systems have both advocates and skeptics within the ranks of advertising agencies and station representatives.

RAB's conclusion was based on a study it made among agency and station representative executives throughout the country. The bureau noted that opinion is mixed, some officials giving these undertakings enthusiastic approval and others expressing doubts over the need for the services. RAB's comment was:

"Three firms will compete to do the job one could handle.

Result: The paperwork jungle could turn into an anti-paperwork jungle. Delay in starting is likely. All in all, a big start has been made toward mapping out techniques of central billing. Out of presentations to reps, agencies and stations will probably come at least one system that makes it. But it will take a lot of evolution before the full benefits of central billing are achieved."

How it works is explained of Central Media Bureau Inc.'s CMB rate ticker tape to William E. (Pete) Matthews (r), Young & Rubicam vice president and media relations and planning director, by Kenneth Schonberg, CMB president, and Mrs. Louis R. Hirst, CMB vice president. The two other systems explained at a roundtable conference of RTES of New York were those of Broadcast Billing Co. and Broadcast Clearing House.



C because Cleveland is different from Detroit...

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of each community... making it local in every respect. Result? WJBK-TV Detroit, consistently dominates the Nation's fifth market ...WJBK Radio is always your best buy*. Further evidence that Storer quality-controlled, *local* programming is liked, watched and listened to. Storer Representatives have up-to-the-minute availabilities at their fingertips. ***Important Stations in Important Markets.***

**Hooper—Sept.-Oct. 1961*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

memo to:

Hope Martinez

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is a unique buy:

COST PER THOUSAND

26c

based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)

- Here's one example how we dominate the Lansing market:

HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am-noon	**61.9**	23.2
M-F noon-6 pm	**60.6**	18.8

C. E. HOOPER, JAN.-FEB. '61

122

RADIO WILS LANSING 1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by Venard, Rintoul and McConnell

ARF TO POLITZ: NO NEED FOR CHANGE

Foundation replies to researcher's demands that it be dissolved

The Advertising Research Foundation responded to a blistering attack on its activities and operations last week by reporting that a special committee of the board had studied criticisms a few months ago and that the board had concluded "no change in foundation procedure was warranted."

This study preceded the blast loosed last Monday (Dec. 11) by Alfred Politz, president of the research firm bearing his name, but apparently it covered at least some of the criticisms brought up by Mr. Politz.

The ARF statement said the foundation heard last April, "through third parties," of some of Mr. Politz's objections and invited him at that time to submit them for "serious and considerate attention" by the board. But officials said no reply ever came from Mr. Politz—who in his attack last week spoke critically of an instance of ARF's own failure to answer mail.

Mr. Politz, who couched his attack in a 19-page monograph which spokesmen for his company said was distributed to 1,500 advertising executives "across the nation," offered a series of recommendations which he claimed "will lead to varying degrees of improvement." The first; "Dissolve the ARF." Another step, he said, might be for the Assn. of National Advertisers and the American Assn. of Advertising Agencies to withdraw "official" membership in ARF.

Bargain Rates ▪ He contended that while ARF claims it raises advertising standards and "in some instances" may do so, "there are serious signs that the ARF also lowers standards and contributes thereby unwittingly to mediocrity." He charged that the ARF staff carries undue influence and has a vested interest in self-preservation and growth, that it is pursuing activities far removed from ARF's original goals, and that by offering a "consultation service" for media-sponsored research the ARF is competing—at bargain rates—against independent research organizations.

Other alternatives suggested by Mr. Politz for "improvement": abandonment of ARF's "consultation service" and its sponsorship of books and periodicals; revocation of claims that ARF is "impartial," that it is not in competition with independent research firms and that it raises research standards; and a change in procedure so that "all technical statements and activities emanate from the unpaid volunteer members."

ARF is supported by media, agencies and advertisers, but Mr. Politz contended that instead of being "tripartite," as claimed, it is more closely akin to a "hierarchy" which advertisers dominate, with agencies ranking second and media on the bottom.

Neither ANA nor AAAA would comment on the Politz broadside, at least until further study. Their presidents, Peter Allport of ANA and Frederic R. Gamble of AAAA, are members of the ARF board.

Arthur Hull Hayes, president of CBS Radio, is chairman of ARF. He said the ARF board and its technical committee had been careful to investigate and act on "criticisms" after ARF heard of them last spring, even though Mr. Politz did not accept the invitation to submit them directly.

Self-Investigation ▪ These actions were traced in the ARF statement, issued by President A. W. Lehman. He said that after Mr. Politz failed to reply to the ARF invitation to put his criticisms before the board last spring, ARF took steps to investigate them itself, insofar as it knew what they were.

"Following a policy of always being self-critical," Mr. Lehman said, ARF "called a special meeting of the technical committee to consider the substance of what we had heard were his criticisms of our operations. After full discussion, the committee voted in favor of continuing along present lines of procedure. Then, in June, a special committee of our board was appointed by it to review criticisms which they had heard about.

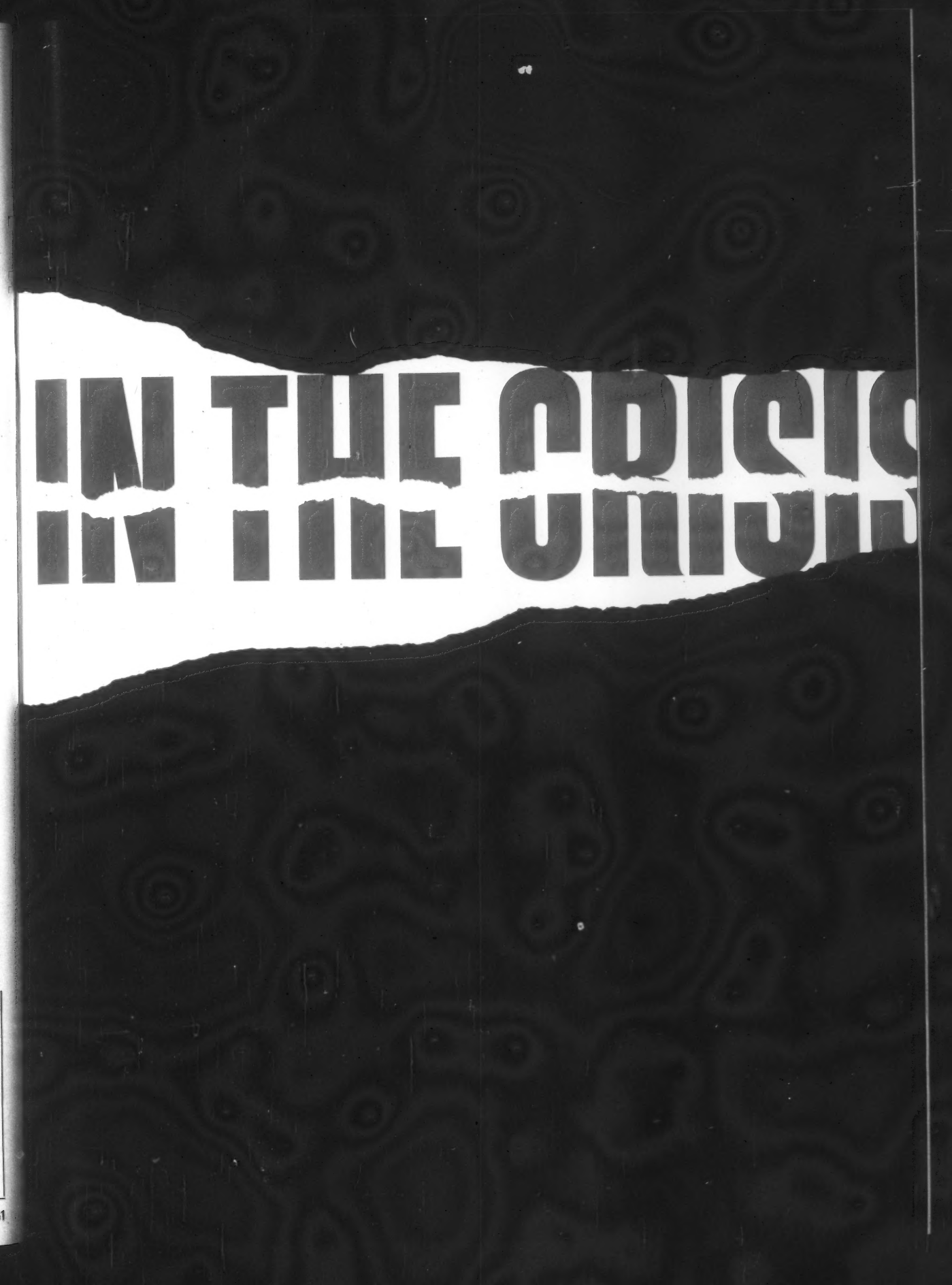
"After studying the report of this special committee, the board decided that the best interests of the foundation were the best interests of the industry, that the current procedures and practices were providing a valuable service and that no change in foundation procedure was warranted.

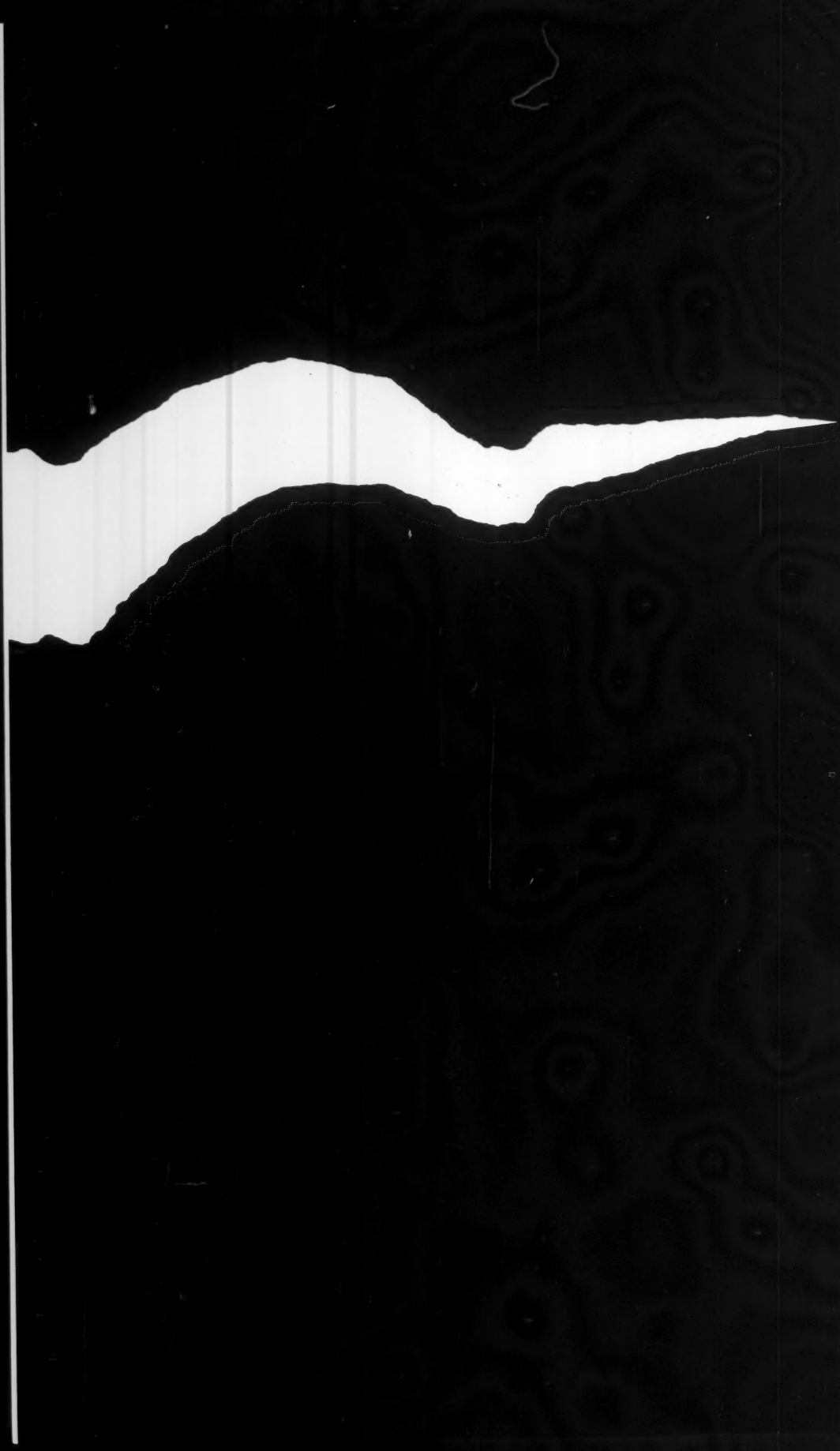
"There is nothing in the statement which I've seen in the press which would, I believe, cause our technical committee or our board to change their minds."

Mr. Lehman said ARF headquarters has not received a copy of the Politz monograph from Mr. Politz.

New twist

Anticipating a new crop of potential customers, the International Chiropractors' Assn. bought an institutional commercial spot on KTTV (TV) Los Angeles last Saturday (Dec. 16) immediately following that station's telecast of the west coast twist championship competition.


IN THE CRISIS

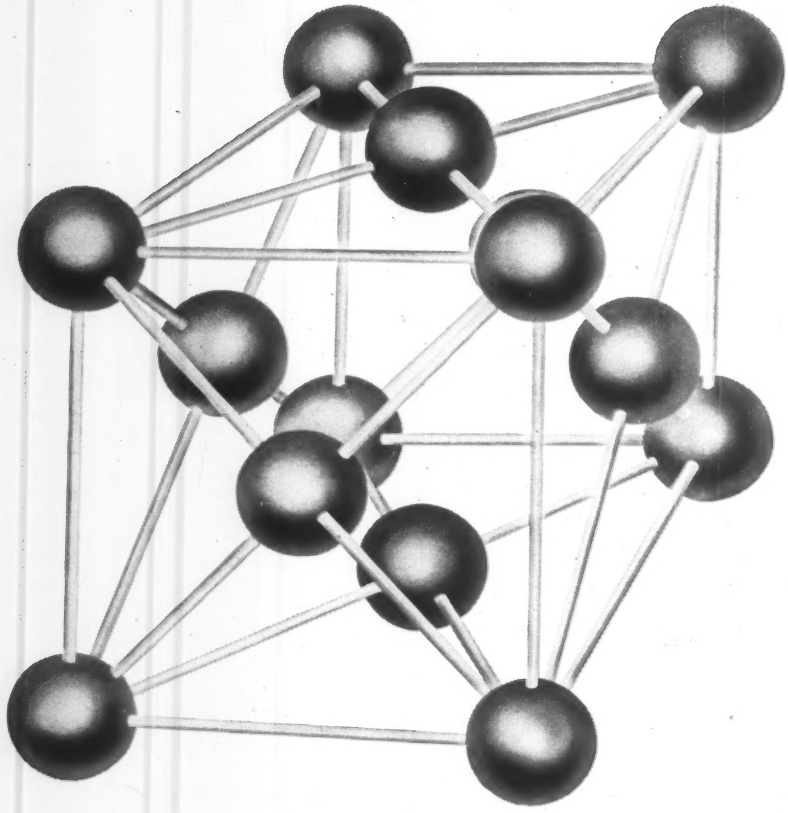

THE C

E CLEAR VOICE

WDSU-TV, New Orleans, has received the Radio-Television News Directors Association's first place award for television reporting on community problems.

This station was cited for its news reporting on New Orleans' school desegregation last year, including legislative coverage from Baton Rouge, editorials, and for the documentary series, "School Crisis." WDSU-TV was the only radio or television station to offer continuous daily coverage of the school crisis until it was resolved.

This is the second top award WDSU-TV has received from the Radio-Television News Director's Association. In 1959 the station won the RTNDA's first prize for television editorials.



New frontiers for Copper

This is a representation of the molecular structure of a copper crystal—copper atoms arranged in a "face-centered cubic lattice."

From this neat atomic geometry and the nature of the copper atom itself stems copper's unique usefulness. These are the fundamental reasons why copper and its alloys combine to best advantage a range of physical properties—such as high thermal and electrical conductivity—not found in any other group of commercial metals.

It is an appropriate symbol for the new frontiers of progress at Anaconda—accelerating efforts to put copper to work in solving an ever greater variety of problems in industry . . . to discover new uses . . . to create new products.

Anaconda's fabricating companies—Anaconda American Brass Company and Anaconda Wire & Cable Company—are rapidly expanding programs of research, development, and application services. In addition, The Anaconda Company is participating with other producers in the Copper Products Development Association, which is working on a variety of long- and short-range research projects. One, for example, is nontarnishing copper and brass. Others involve modification of the copper atom itself to create radically new properties.

Anaconda, through its development of new mines and the modernization of existing facilities, is contributing assurance to the free world of an adequate supply of copper to meet any normal requirement. The Anaconda Company, 25 Broadway, New York 4, New York.

61188A

ANACONDA®

TV IS SOMETIMES A MUST

Cone tells magazine men to avoid numbers talk, emphasize selectivity to compete with television

There are certain areas in advertising and selling where the sheer size of the tv audience combined with the low cost of reaching it makes television an "almost mandatory medium," Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, told the Magazine Promotion Group at a luncheon meeting in New York last Thursday.

But the "great and compelling, dynamic fact" about advertising in magazines that no other medium can approach, he said, is the fact of selectivity. This fact has been obscured in the circulation battles, he said, indicating that magazines also could win back some of the business they have lost to television if they would stop advertising circulation and concentrate on the quality and other special attributes of their audience.

"There are certain categories where I would rather have television advertising, with all the millions of viewers I can get, than any other kind," Mr. Cone said. "These are either products of frequent use where product differences have been made small by alert competitors (and I would want to keep my product name uppermost in the housewife's mind), or they are products of infrequent use when the job is to cover the waterfront for possible users as often as I could afford."

But "fortunately for me and certain of my clients, there is also quite another side to the coin of advertising effectiveness," Mr. Cone said, citing the selective audience which magazines can pinpoint for the advertiser.

Outnumbered ▪ He applauded the increasing trend to more and more "magazines of specialization." He considers this more important than numbers because some magazines of the future with even greater circulation still could not approach the coverage of tv.

The specialization trend in magazines, he said, is a new kind of challenge to television which he feels advertising needs. He said he also feels it presents a new opportunity for the "alert, uninhibited publisher."

Mr. Cone said "large numbers tell almost nothing about people." Rather, he indicated, "I have to know my prospects as well as I can. I have to know how to talk to them." To do this effectively for agency clients, to transform them into steady customers, more audience facts than mere numbers are required, he explained.

Mr. Cone said many of FC&B's clients are more than a little disenchanted with the dollar requirements and the risks of television. But they aren't going to move to smaller numbers [magazines] at any saving unless these smaller audiences are catalogued and qualified and, "in a sense, guaranteed."

The magazine promotion men could gain from a further, continuing examination of the homes and the minds of all kinds of U.S. magazine readers, "into their wants and their wishes, and their hopes and their aspirations and what these stand for," Mr. Cone said. But he cautioned: "I don't want to be told that they don't watch television. What I do want to know is what they read and contemplate. And how well *they* believe they are being served."

It's People Who Count ▪ The FC&B executive said he has considerable respect for men like Alfred Politz and Daniel Starch "but their studies have dealt largely in buying power (and again, in circulation). And I want to know about people."

Mr. Cone said he is against the advertising of mere numbers or circulation because "this is almost never news—which is surely the first thing advertising is supposed to be. When it isn't, I feel that the critics of advertising have a strong point in their argument of wastefulness."

Circulation data isn't news, he explained, because everyone in the business already knows these facts and it is his business to know them. Trade books list them, too.

Mr. Cone also took a dim view of "hard sell by numbers" for magazines because "these numbers aren't really terribly impressive." No tv show on the air could survive with a circulation comparable even to the very top in magazines, he indicated.

Why do magazines do it? Mr. Cone said he thinks it results "from a kind of occupational tradition that is inbred and I think we should beware. It denies the new red cells of television in the blood stream of advertising and it couldn't be less realistic."

No matter what is wrong with tele-

Tv follows progress of student organist

The blind ad in the help-wanted column of the *New York Times* and *New York Herald Tribune* the morning of Oct. 17 read:

"HOUSEWIFE. Learn to play organ on network tv program. No musical training necessary. Mr. Kelly. MU 8-1285."

The advertisement was part of the Wurlitzer Co.'s pre-Christmas tv campaign for its two-in-one organ. Wurlitzer had purchased six one-minute participations on NBC-TV's *Today* show, each commercial to run on a Tuesday from Nov. 7-Dec. 12. The advertiser's agency, Clinton E. Frank Inc., which placed the help wanted item, received 107 responses. Of this number, the agency interviewed 20 women, narrowed the choice to 7 and finally to 2, one of the women selected as a standby.

The housewife chosen was Mrs. Ann Asness of Long Island City (New York), who appeared Nov. 7 on *Today* for the first time and then returned to the show a week later playing the instrument after only a half-hour lesson. After several more lessons, Mrs. Asness, who is described now as "adept," will be able to play the two-in-one organ as a regular spinet, using keyboard, foot pedals and stops. (The two-in-one Wurlitzer is easily adjusted for a beginner by making use of a button for chords, with but one hand employed to play the melody.)

What happens now? NBC-TV reported that Mrs. Asness has become (1) a member of American Federation of Television & Radio Artists and (2) "a happy weekly performer on the *Today* show" for six weeks, demonstrating her newly-acquired talent on the Wurlitzer.

Mrs. Asness (r) shows 'Today's' Robin Bain how easy it is to play Wurlitzer's 'two-in-one' organ.

IN NASHVILLE . . .

WSIX TV 8 . . . still NO. 1*

*ARB REPORTS WSIX-TV 8 NO. 1 in Metro Share of Audience and Total Homes Delivered, 6 to 10 P.M. Monday through Friday (*June ARB, 1961)

and NOW . . . 37th TV MARKET** homes delivered, 6 P.M. to midnight, Sunday through Saturday. (**ARB March, 1961)

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented by:
PETERS, GRIFFIN, WOODWARD, Inc.

vision, Mr. Cone continued, "it is surely here to stay. However, television is a medium that has been developed with no other thought in mind than profit.

"Television gives lip service to the public interest; but its performance follows within such narrow limits, on the whole, that if our grandfathers could come back to watch, this interest would seem to lie mostly in murder, robbery and humor at a high school level. What our grandmothers might think is hideous to contemplate."

Nevertheless, Mr. Cone said, "television has every advantage that lies in numbers. Thus, when magazines advertise theirs they only point up the difference and the disparity."

H.I.S. to use radio as major 1962 medium

Henry I. Siegel Inc., New York, maker of H.I.S. sportswear for young men, will invest the major share of its 1962 budget in radio. According to Lester Leber, chairman, Leber Katz Paccione, H.I.S. agency, next year's 41-market buy will be the "biggest radio spot campaign in apparel history."

The decision to use radio as the major medium for the campaign follows a Radio Advertising Bureau proposal to the agency and a subsequent series of radio tests in New York, Chicago, Dallas, San Francisco and Los Angeles (BROADCASTING, May 22).

The new H.I.S. campaign is designed to reach 9.6 million young men in two 13-week cycles, beginning April 2, 1962, and a repeat run in the fall. Stations in each market will air three spots a day, six days a week. The format for the announcements includes a jingle and a fact sheet from which personalities can develop a delivery in their own style. Copy stresses one item, its price and style and where it can be purchased.

RAB's initial presentation to H.I.S. was in June 1960. RAB considers the present move of H.I.S. particularly significant because it could open the way for other radio activity in the apparel field.

Y&R 'record' billing

Young & Rubicam, New York, reported last week that agency billing in 1961 was at a "record high." Y&R's 1,500 employes were given management's annual report at a Christmas meeting at the Commodore Hotel, but actual billing figures were not disclosed. It is estimated that Y&R's 1961 total billing is in excess of $250 million. Board Chairman Sigurd S. Larmon and President George H. Gribbin addressed the meeting. Employes were told that they will be given year-end bonuses.

Agency appointments . . .

- Philco-Bendix Corp. (for coin operated Wash 'n Dry Cleaners) has appointed Maxwell Assoc., Bala-Cynwyd, Pa., to handle its advertising. Local radio and tv will be used to back up national campaign.
- International Minerals & Chemical Corp. Ltd. (Ac'cent food flavor enhancer) has named Needham, Louis & Brorby, Canada, succeeding McCann-Erickson effective Jan. 1 for advertising in that country.
- Kenyon & Eckhardt, New York, has been appointed agency for Buitoni Food Corp. (Italian food specialties), New York, and the Fruit of the Loom Inc. (textiles), New York. The accounts each bill about $1 million and Buitoni is expected to be particularly active in radio-tv.

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial when available.

Chuck Goldstein Productions Inc., 730 Fifth Ave., NYC 19

The Associates Investment Co. (small loan division), six 58-second musical soundtracks for animated films. Chuck Goldstein and Norman Richards, prod. mgrs. Agency: Foote, Cone & Belding; John Rundall, agency producer.

Gryphon Productions Inc., 40 E. 49th St., NYC.

Procter & Gamble (Charmin paper products), three 60s, animation film. Agency: Benton & Bowles; Kirk Parrish, a.e., Bill McHale, agency producer. Approx. cost $24,000.

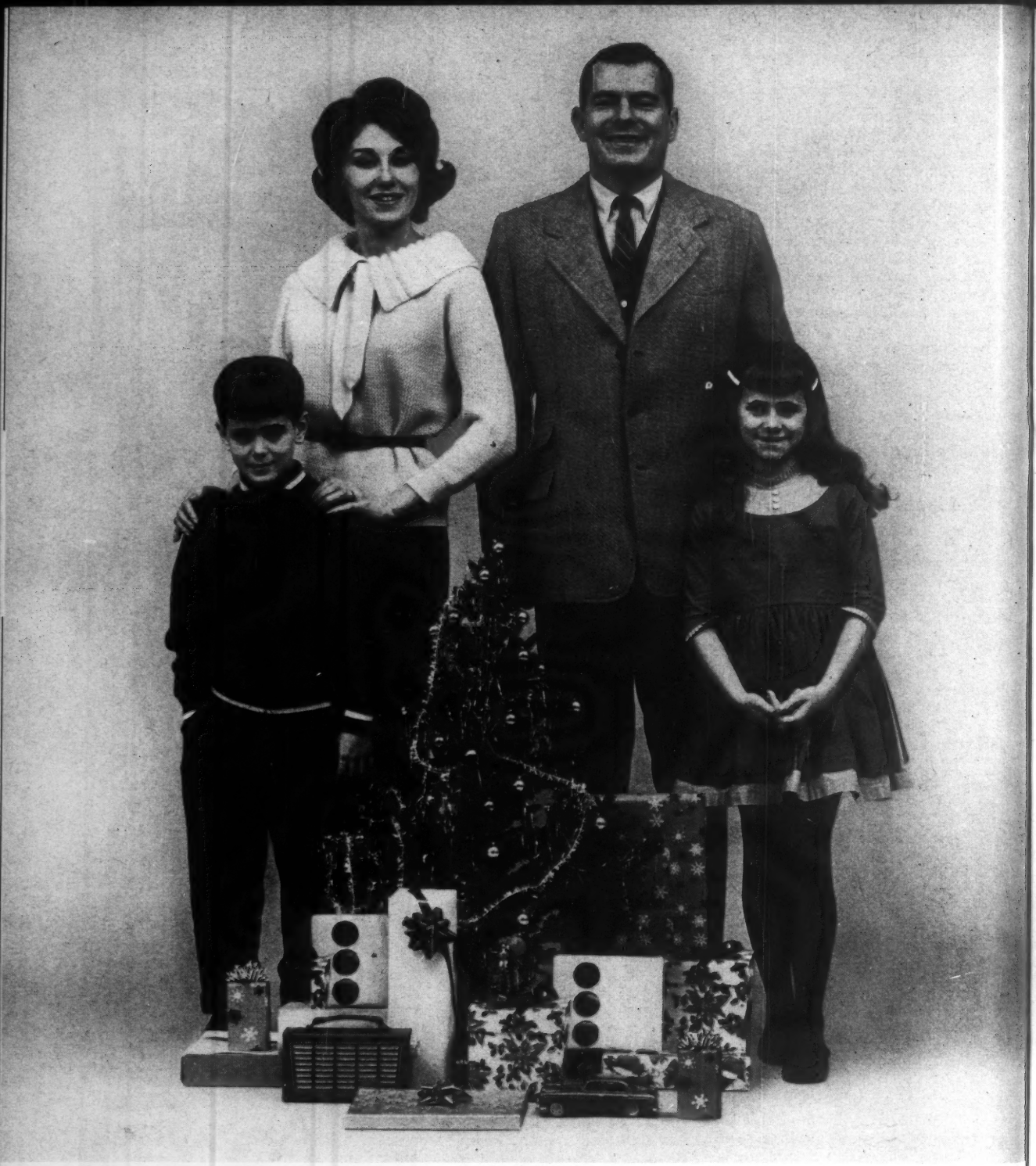
Videotape Productions of New York Inc., 101 W. 67th St., NYC 23

Coats & Clark (thread and buttons), four 60s, live, tape. Jack Kelly, prod. mgr. Agency: Fuller & Smith & Ross; Ted Brown, a.e., Catharine Ames, agency producer.

General Mills (muffin mix), one 30, live, tape. Chuck Holden, prod. mgr. Agency: BBDO; Al Hinnman, a.e., Ev Hart, agency producer.

Vick Chemical Co. (Vaporub), one 60, live, tape. Allan Wallace, prod. mgr. Agency: Morse International; Stafford Mantz, a.e., Carl Buffington, agency producer.

in 1961 they turned...



to young adult radio

We certainly did it in 1961: increased our 1960 sales by 30%. Chalked up the biggest ABC Radio year since 1956.

Yes, 1961 was the year that the Young Adult concept really came on and took hold.

1961 was the year that we aired more than 1500 hours of Young Adult programming.

We spent more for programming and sold more than 90 national advertisers on "Flair," "The Breakfast Club," News, Sports, Special Events.

1961 was the year that we broke the record; reached the biggest commercial audience in advertising history; 61,000,000 listeners for our exclusive coverage of the Patterson-Johansson fight.

1961 was the year that Young Adults and ABC Radio did each other a good turn.

A very good turn for you in '62. **ABC RADIO**

FIRST WITH YOUNG ADULTS

Radio set sales surge predicted for 1962

U. S. radio set producers will sell more units in 1962 than any year since the peak postwar years of 1947-48, Raymond W. Saxon, vice president, marketing, RCA Sales Corp., predicted Friday (Dec. 15). He puts the figure for next year at 12 million sets.

Adding up such factors as cost reduction, better styling, increased interest in fm radio programming and gift packaging of transistor sets, Mr. Saxon asserted: "the radio industry, which has been written off as a growth prospect too many times, may be just getting its second wind."

The biggest home radio year was 1947 when 17,360,000 sets were purchased. Sales fell to under 13 million the following year, and below 10 million every year since then except 1960 when 10,705,000 sets were sold. Sales in 1961 are expected to surpass last year's level, according to Mr. Saxon.

RCA is strengthening its own position in the industry with the introduction of four new low-priced radios. The new RCA Victor models include two table sets (the Alpha, $14.95, the lowest price radio in RCA Victor history, and the Arrow, $16.95) and two clock-radios (the Valet, $19.95, and the Apex, $24.95).

Business briefly...

Keko Products Div., Kennedy Car Liner Co., is nearing completion of a 13 week campaign on behalf of its new product, Pollysaks (polyethelene bags on a perforated roll). Spot radio and tv are said to command a major share of the alloted $200,000 budget.

General Electric Corp., Cleveland, has slated a spot television campaign for light bulbs for Feb. 12 through March 10, 1962. UPA Pictures' Mr. Magoo will make more than 100 commercial appearances in each of approximately 140 markets, promoting General Electric Soft-White bulbs. GE will use a series of minute, 20-second and ID commercials.

Vick Chemical Co., New York, is introducing its new Tri-Span 12-hour cold tablet by way of a spot tv schedule in the top 10 markets, an introductory high-frequency two-week spot schedule in the top 56 markets, and participations on six prime-time network tv shows. The network shows are *Saturday Night At the Movies, Laramie, International Showtime, Wells Fargo,* and *Cain's Hundred* (all NBC-TV), and *Frontier Circus* (CBS-TV). The campaign, which began early in December, is 17 weeks in length. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., New York.

General Foods Corp. will sponsor a one-hour special, *Accent on 1961—A Public Memoir,* to be presented on CBS-TV Thur., Jan. 4 (9-10 p.m. EST). Agency: Young & Rubicam, New York.

American Motors Corp. has signed for sponsorship of *Let Freedom Ring,* full-hour special featuring Richard Boone, Laraine Day and Howard Keel, to be broadcast on CBS-TV Sun., Dec. 31 (3-4 p.m. EST). Agency: Geyer, Morey, Madden & Ballard Inc., New York.

WINS shows results

Recent examples of listener response to radio offers were cited last week in a success story report from WINS New York, which singled out the following:

National Shoes ran 23 spots over a three-day period, in which the advertiser offered a 15% discount coupon on a pair of shoes bought in any National Shoe Store to anyone who sent his name and address on a post card to WINS. Result: More than 9,000 responses.

Cape Coral, a Florida Land Development company, used 20 spots in three days to offer a free booklet called "Florida Digest," which described the Cape Coral project. Result: More than 700 letters and telephone calls requesting the booklet.

Revlon division moves $2 million from MW&S

Revlon Inc. is withdrawing its Knomark Div.'s (Esquire products) $2 million billings from Mogul Williams & Saylor Inc., New York. The new Knomark agency is expected to be announced by Jan. 1, 1962.

MW&S maintained a "no comment" position after word of the reassignment became known early last week. Knomark confirmed the termination of the 17½-year association with MW&S, but would not indicate the new agency.

Trade speculation was that Knomark would go either to Grey Adv. or Norman, Craig & Kummel. NC&K now has the bulk of the Revlon business, gaining $5 million in a recent transfer of billings from Warwick & Legler (BROADCASTING, Nov. 13).

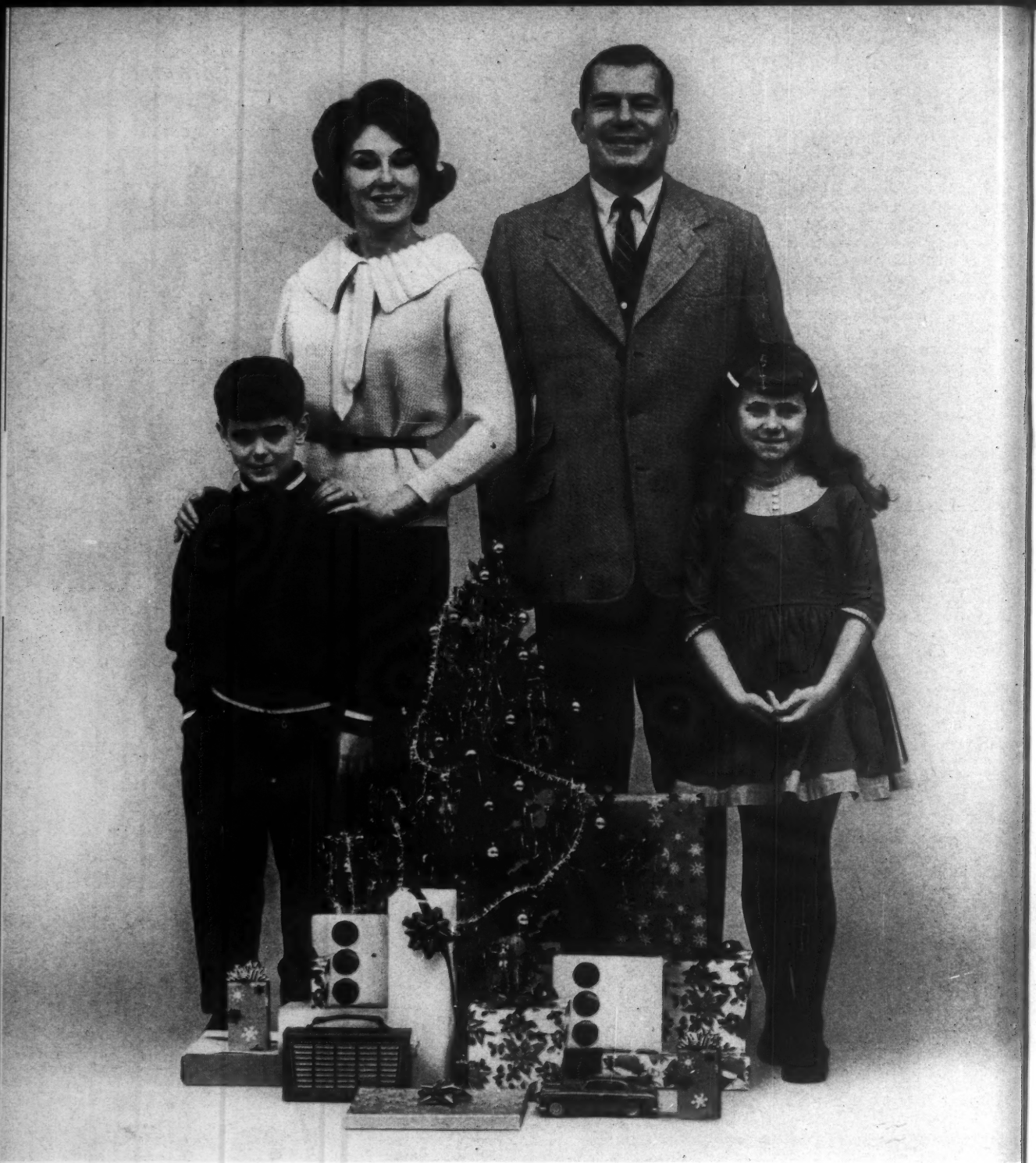
A Knomark official last Thursday (Dec. 14) said that radio-tv advertising "definitely will be used in 1962," but details will have to wait until plans can be worked out with the new agency. He said Knomark will stay in both network and spot tv, and that radio spot "may be" increased.

Lestoil sets 'one-two' television punch

Lestoil Products Inc., Holyoke, Mass., will enter network tv with an approximate $1.8 million advertising campaign next Feb. 1, and will follow with some $4.5 million in spot tv. The network time will continue through May. The Sackel-Jackson Co., Boston, handles Lestoil, which is making its first media step "nationally."

Lestoil's disclosure of media plans to sales people at a Bermuda conference this month confirms in general a report made earlier that Lestoil would use the one-two (network-spot) punch in tv next year (CLOSED CIRCUIT, Dec. 4).

In the photograph made at Bermuda are (l to r) Sol Sackel, president of the agency; Ed Fredericks, vice president, marketing; Charles McCarthy, executive vice president; and Daniel E. Hogan Jr., president, all of Lestoil; Len Tarcher, the agency's vice president, and Max E. Buck, NBC-TV vice president.



to young adult radio

We certainly did it in 1961: increased our 1960 sales by 30%. Chalked up the biggest ABC Radio year since 1956.

Yes, 1961 was the year that the Young Adult concept really came on and took hold.

1961 was the year that we aired more than 1500 hours of Young Adult programming.

We spent more for programming and sold more than 90 national advertisers on "Flair," "The Breakfast Club," News, Sports, Special Events.

1961 was the year that we broke the record; reached the biggest commercial audience in advertising history; 61,000,000 listeners for our exclusive coverage of the Patterson-Johansson fight.

1961 was the year that Young Adults and ABC Radio did each other a good turn.

A very good turn for you in '62. **ABC RADIO**

FIRST WITH YOUNG ADULTS

Radio set sales surge predicted for 1962

U. S. radio set producers will sell more units in 1962 than any year since the peak postwar years of 1947-48, Raymond W. Saxon, vice president, marketing, RCA Sales Corp., predicted Friday (Dec. 15). He puts the figure for next year at 12 million sets.

Adding up such factors as cost reduction, better styling, increased interest in fm radio programming and gift packaging of transistor sets, Mr. Saxon asserted: "the radio industry, which has been written off as a growth prospect too many times, may be just getting its second wind."

The biggest home radio year was 1947 when 17,360,000 sets were purchased. Sales fell to under 13 million the following year, and below 10 million every year since then except 1960 when 10,705,000 sets were sold. Sales in 1961 are expected to surpass last year's level, according to Mr. Saxon.

RCA is strengthening its own position in the industry with the introduction of four new low-priced radios. The new RCA Victor models include two table sets (the Alpha, $14.95, the lowest price radio in RCA Victor history, and the Arrow, $16.95) and two clock-radios (the Valet, $19.95, and the Apex, $24.95).

Business briefly...

Keko Products Div., Kennedy Car Liner Co., is nearing completion of a 13 week campaign on behalf of its new product, Pollysaks (polyethelene bags on a perforated roll). Spot radio and tv are said to command a major share of the alloted $200,000 budget.

General Electric Corp., Cleveland, has slated a spot television campaign for light bulbs for Feb. 12 through March 10, 1962. UPA Pictures' Mr. Magoo will make more than 100 commercial appearances in each of approximately 140 markets, promoting General Electric Soft-White bulbs. GE will use a series of minute, 20-second and ID commercials.

Vick Chemical Co., New York, is introducing its new Tri-Span 12-hour cold tablet by way of a spot tv schedule in the top 10 markets, an introductory high-frequency two-week spot schedule in the top 56 markets, and participations on six prime-time network tv shows. The network shows are *Saturday Night At the Movies, Laramie, International Showtime, Wells Fargo,* and *Cain's Hundred* (all NBC-TV), and *Frontier Circus* (CBS-TV). The campaign, which began early in December, is 17 weeks in length. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., New York.

General Foods Corp. will sponsor a one-hour special, *Accent on 1961—A Public Memoir,* to be presented on CBS-TV Thur., Jan. 4 (9-10 p.m. EST). Agency: Young & Rubicam, New York.

American Motors Corp. has signed for sponsorship of *Let Freedom Ring,* full-hour special featuring Richard Boone, Laraine Day and Howard Keel, to be broadcast on CBS-TV Sun., Dec. 31 (3-4 p.m. EST). Agency: Geyer, Morey, Madden & Ballard Inc., New York.

WINS shows results

Recent examples of listener response to radio offers were cited last week in a success story report from WINS New York, which singled out the following:

National Shoes ran 23 spots over a three-day period, in which the advertiser offered a 15% discount coupon on a pair of shoes bought in any National Shoe Store to anyone who sent his name and address on a post card to WINS. Result: More than 9,000 responses.

Cape Coral, a Florida Land Development company, used 20 spots in three days to offer a free booklet called "Florida Digest," which described the Cape Coral project. Result: More than 700 letters and telephone calls requesting the booklet.

Revlon division moves $2 million from MW&S

Revlon Inc. is withdrawing its Knomark Div.'s (Esquire products) $2 million billings from Mogul Williams & Saylor Inc., New York. The new Knomark agency is expected to be announced by Jan. 1, 1962.

MW&S maintained a "no comment" position after word of the reassignment became known early last week. Knomark confirmed the termination of the 17½-year association with MW&S, but would not indicate the new agency.

Trade speculation was that Knomark would go either to Grey Adv. or Norman, Craig & Kummel. NC&K now has the bulk of the Revlon business, gaining $5 million in a recent transfer of billings from Warwick & Legler (BROADCASTING, Nov. 13).

A Knomark official last Thursday (Dec. 14) said that radio-tv advertising "definitely will be used in 1962," but details will have to wait until plans can be worked out with the new agency. He said Knomark will stay in both network and spot tv, and that radio spot "may be" increased.

Lestoil sets 'one-two' television punch

Lestoil Products Inc., Holyoke, Mass., will enter network tv with an approximate $1.8 million advertising campaign next Feb. 1, and will follow with some $4.5 million in spot tv. The network time will continue through May. The Sackel-Jackson Co., Boston, handles Lestoil, which is making its first media step "nationally."

Lestoil's disclosure of media plans to sales people at a Bermuda conference this month confirms in general a report made earlier that Lestoil would use the one-two (network-spot) punch in tv next year (CLOSED CIRCUIT, Dec. 4).

In the photograph made at Bermuda are (l to r) Sol Sackel, president of the agency; Ed Fredericks, vice president, marketing; Charles McCarthy, executive vice president; and Daniel E. Hogan Jr., president, all of Lestoil; Len Tarcher, the agency's vice president, and Max E. Buck, NBC-TV vice president.

MGM-TV TO RELEASE MORE POST-'48'S

Company's backlog of movies now estimated at 308

Metro-Goldwyn-Mayer last week announced it is offering a new and second group of 30 post-1948 feature films to television after Jan. 1, 1962.

Only recently a report outlining a fast-approaching reduction in the supply of first-run feature film in television (BROADCASTING, Nov. 27), noted that MGM-TV generally is expected to release 30 films a year. The company offered a package of 30 post-'48s early this year.

MGM-TV had 338 post-'48 motion pictures remaining in its backlog as of July 1, 1961, and excluding any new feature film releases to theatres since that time, would have an estimated backlog now of 308.

Following the general practice of most tv film companies of sale "in advance of general release," MGM-TV already has offered the package to tv stations in certain markets, and according to Richard A. Harper, director of syndicated sales for MGM-TV, those sales now have reached the $2 million gross level. These include licensing to WOR-TV New York; WGN-TV Chicago; and the six Triangle Stations (WFIL-TV Philadelphia, WFBG-TV Altoona, and WLYH-TV Lebanon, all Pennsylvania, WNBF-TV Binghamton, N. Y., WNHC-TV New Haven and KFRE-TV Fresno, Calif.).

The earlier 30-picture package was released under the "title" of "The Best of the Fifties." That package has been licensed in 43 markets for a gross of more than $2.5 million. The new group is called "30/62."

Color Features ▪ MGM-TV noted that 14 of the films are in color, including "Mogambo" (Clark Gable, Ava Gardner, Grace Kelly), "Don't Go Near the Water" (Glenn Ford, Gia Scala), "The Last Time I Saw Paris" (Elizabeth Taylor, Van Johnson, Donna Reed, Walter Pidgeon), "Scaramouche" (Stewart Granger, Eleanor Parker, Janet Leigh, Mel Ferrer), "Summer Stock" (Judy Garland, Gene Kelly, Phil Silvers), "All the Brothers Were Valient" (Robert Taylor, Stewart Granger, Ann Blyth) and "Crisis" (Cary Grant, Jose Ferrer).

One of the big customers for MGM-TV post-'48 features was independent WOR-TV (RKO General) in New York that licensed the earlier 30-feature package in addition to the new group (WGN-TV and the Triangle stations already had licensed the early package).

A sampling of other films in the new group: "Across the Wide Missouri" (Clark Gable), "Bhowani Junction" (Ava Gardner, Stewart Granger), "Cause for Alarm" (Loretta Young, Barry Sullivan), "Conspirator" (Robert Taylor and Elizabeth Taylor), "Forbidden Planet" (Walter Pidgeon, Ann Francis), "It's a Big Country" (Van Johnson, Gene Kelly, Gary Cooper, Janet Leigh), "Pagan Love Song" (Esther Williams, Howard Keel) and "Rouge Cop" (Robert Taylor, George Raft, Janet Leigh).

Decca, MCA discuss film distribution

Decca Records Inc., and MCA Inc., were reported to be holding discussions last week on a proposal for Universal Pictures Inc., to distribute theatrical feature films which MCA might produce in the future. Decca has a controlling interest in Universal.

MCA does not produce feature films at present. Under a recent agreement with the Screen Actors Guild, MCA plans to divest itself of either its tv production or its talent agency business. Reports are that MCA will continue with tv production and add theatrical motion-picture production to its activities.

MCA officials declined to comment, but an official of Decca confirmed that "we have been and are continuing to discuss our over-all situation as it pertains to production and distribution.

Network tv directors win $200 weekly pay

The salaries of television network staff directors in New York and Hollywood are raised to $200 a week, retroactive to Jan. 1, 1961, and graduate to $225 a week as of Jan. 1, 1964, under a new four-year contract negotiated with ABC, NBC and CBS and their owned radio and tv stations, as well as with independent stations in New York, Chicago, Detroit, Washington, Los Angeles and San Francisco which have signed the new Directors Guild of America contracts.

The agreement was ratified by an overwhelming majority of DGA members in a mail referendum. Of 1,308 eligible ballots received (out of 2,192 mailed), 1,178 voted to approve the network and station contracts, 1,198 to approve a contract with WNTA (TV) New York and 1,208 to approve a contract with Radio Free Europe.

Associate directors' salaries start at $175 a week under the new contract and rise to $197 as of Jan. 1, 1964; stage managers are raised immediately to $164 and to $180 during the course

Mark Twain, please note

WNBQ (TV) Chicago has added a new dimension into its weathercasting with the introduction of Technamation, a process that animates weather symbols.

An ordinary studio light is played on the specially-designed weather symbols through a revolving disc. This gives the appearance of rain or snow actually falling from clouds, warm fronts moving in and the swirling of air currents. Here, Harry Volkman, WNBQ weathercaster, shows two symbols. The new tv service was developed by Techna-mation Mid-America, Chicago.

Why WBNS-TV bought Seven Arts' Volumes 1 and 2

John Haldi, Program Director, WBNS-TV, Columbus, Ohio

Says John Haldi:

"We've run movies in late time for years, but when Seven Arts' outstanding properties came along, we decided to program

THESE STRONG MOVIES IN PRIME TIME.

"We think it makes sense to buy properties that give us strength in our double-A time Thursday night 'Eight O'Clock Theatre', and still have good re-run use in 'Armchair Theatre AM/PM'. Prime time audience pullers like Seven Arts 'Films of the 50's' make sense to advertisers, too."

Seven Arts' "Films of the 50's" Money makers of the 60's

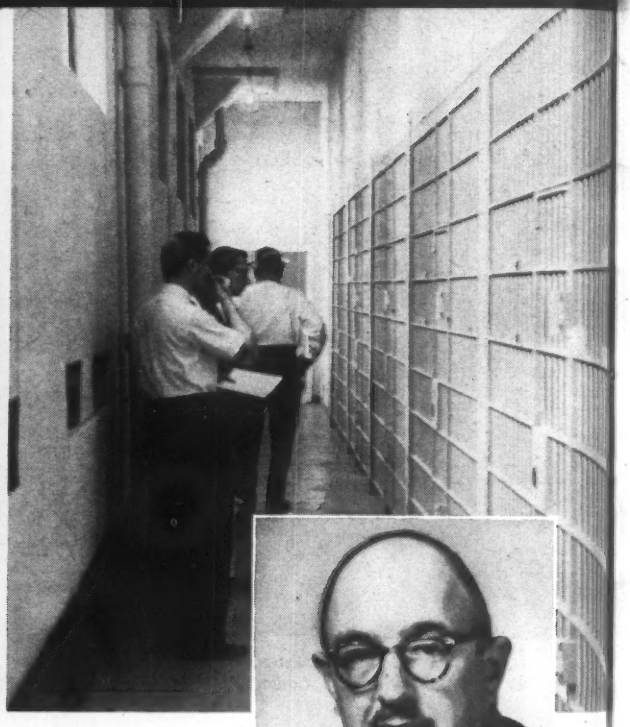
SEVEN ARTS ASSOCIATED CORP.

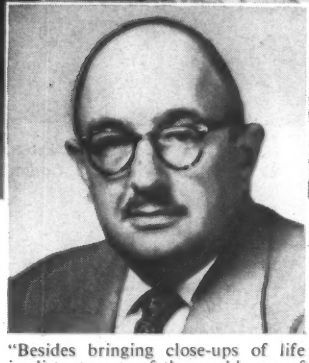
A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L. A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

'The Prisons: a Profile' on WMCT, Memphis





THROUGH WMCT CAMERAS viewers watched phases of prison life not previously pictured. At top, inmates march to dinner. Lower left, Norman Brewer, director of WMCT's news staff, discusses plans for prison improvement with Tennessee's Governor Ellington. Lower right, one of several pictures showing cell-rows and guard procedures.

"Besides bringing close-ups of life in distant parts of the world, one of television's great values lies in its power to give our viewers a penetrating first-hand look at conditions in our own areas. At WMCT a fundamental goal of our operation is to stimulate community progress in every possible way. So we regularly devote our entire program personnel and facilities to the painstaking development of presentations like "The Prisons: a Profile." Of course we are pleased when such programs arouse enthusiastic comment—but comment or no, we would still feel a definite obligation to keep our cameras regularly focused on topics so vital to the area we serve."

EARL MORELAND
Station Manager, WMCT

One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

Sets new precedent behind prison walls

Prison problems are not limited to Tennessee. But in few other states have viewers had the opportunity to see prison life in the stark realism with which Tennesseans have seen it through the eyes of WMCT cameras.

With the cooperation of Gov. Buford Ellington, who personally appeared in the telecast, WMCT filmed "The Prisons: a Profile" in the state penitentiary at Nashville. In several instances, WMCT showed areas never before pictured.

Throughout the South, leaders acclaimed this unique telecast as instrumental in helping to improve prison conditions, and to reduce the high percentage of prison 'alumni' who keep coming back behind bars because unable to fit themselves into community life.

"The Prisons: a Profile" is one of a continuing series of special prime-time telecasts on WMCT, planned and produced for the specific purpose of giving viewers first-hand knowledge of situations that affect the station's entire area. Other programs in the series include "Who Wears the Badge?" presenting problems and procedures of the Memphis police; and "How Green is My Valley" an in-depth survey of the modern methods that are diversifying the prosperity of southern agriculture.

To Blair-TV, penetrating community-interest programming by great stations like WMCT is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WKBW-TV—Buffalo
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
KOA-TV—Denver
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV:

Dec. 18-20 (6-6:30 a.m.) **Continental Classroom,** Contemporary Mathematics.

Dec. 18-20 (6:30-7 a.m.) **Continental Classroom,** American Government.

Dec. 18-22, 25-27 (10:30-11 a.m.) **Play Your Hunch,** part.

Dec. 18-22, 25-27 (11-11:30 a.m.) **The Price Is Right,** part.

Dec. 18-22, 25-27 (12:30-12:55 p.m.) **It Could Be You,** part.

Dec. 18-22, 25-27 (2-2:30 p.m.) **Jan Murray Show,** part.

Dec. 18-22, 25-27 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Dec. 18-25 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Dec. 19 (7:30-8:30 p.m.) **Laramie,** part.

Dec. 20, 27 (10-10:30 p.m.) **The Bob Newhart Show,** Sealtest through N. W. Ayer.

Dec. 20, 27 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood through Cunningham & Walsh; Pittsburgh Plate Glass through BBDO.

Dec. 21 (10-11 p.m.) **Sing Along With Mitch,** Ballantine through William Esty, Buick through Burnett and R. J. Reynolds through Esty.

Dec. 23 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

Dec. 23 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Dec. 23 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Dec. 23 (5-6 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Dec. 23 (7:30-8:30 p.m.) **Tales of Wells Fargo,** part.

Dec. 24 (6-6:30 p.m.) **Meet the Press,** co-op.

Dec. 24 (7-7:30 p.m.) **The Bullwinkle Show,** General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-Nut Gum through Young & Rubicam.

Dec. 24 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** RCA and Eastman Kodak through J. Walter Thompson.

Dec. 24 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

Dec. 24 (10-11 p.m.) **Du Pont Show of the Week,** Du Pont through BBDO.

Dec. 20 (8:30-9 p.m.) **The Coming of Christ,** U. S. Steel through BBDO.

Dec. 20 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

of the contract. Programs normally originating in New York or Hollywood must henceforth take an associate director and a stage manager when traveling. Among other benefits, the contract assures pension plan coverage to all DGA members employed by the networks before the end of the contract. Freelance directors in the live and tape fields begin participation in the DGA-producers' pension plan immediately.

'Cain's Hundred' gets reprieve on NBC-TV

It's now reported that there's an even chance of *Cain's Hundred* being renewed for another ty season. Only a few weeks ago, the program's future on NBC-TV (Tuesday, 10-11 p.m.) even for the current season, was much in doubt.

As of last week, MGM-TV had approval for a total of 30 episodes, thus in effect assuring the 1961-62 season for the series. A first cycle in a season takes in 13 weeks, and a series that goes 26 weeks is generally considered to have completed a seasonal run.

Initially, *Cain's Hundred* was assured only 13 weeks, then an additional seven episodes and now finally another 10, for a total of 30. MGM-TV currently is filming the 17th episode. According to those closely associated with the program, the series is picking up viewing strength, particularly since revisions were made in recent episodes.

Emmy procedure revised to encourage voting

National Academy of Television Arts & Sciences last week announced a major change in the method of nominating programs and personalities for its annual Emmy Awards. The awards in 26 categories—one more than last season—will be presented next May (date and time to be announced) to the 1961-62 season nominees.

In the first revision of the voting structure in the 13 years of the awards, the academy's 5,000 members at regular intervals will submit nominations of their choices to local chapter committees in each of the eight Academy cities —Baltimore, Chicago, Hollywood, New York, Phoenix, San Francisco, Seattle and Washington, D. C. The local committees will meet monthly to compile a monthly slate of nominations.

Two weeks before the national awards committee's meeting, each chapter will submit its final slate of five nominees per category. A final ballot of nominees will then be compiled and presented to the academy board of trustees for ratification, and it is this ballot on which members will base their votes for the awards.

The academy believes the new nomination procedure will encourage voting on an unlimited scale throughout the year for the programs, performers and craftsmen as opposed to casting only one nominating vote at the end of the broadcasting season.

'Surrounding Sound' inaugurated at KALL

Something new has been added to broadcast sound, an element that gives a listener the effect of "live" music and speech, as heard in a concert hall or theatre, to sound emanating from the single speaker of an ordinary radio or tv receiver.

It's Surrounding Sound, an electronic device developed (at a cost of more than $1 million) and produced by Surrounding Sound Inc., a Los Angeles concern formerly known as Ecco-Fonic. Although the process is said to involve complicated electronic engineering, what it does in essence is to add an echo to any spoken word or musical note at a fractional second delay behind the original sound via a loop of magnetic tape or tape cartridge to produce the sought-after "live" sound effect.

Surrounding Sound had its radio debut Dec. 4 over KALL Salt Lake City, which began 24-hour-a-day use of this new sound at 2 p.m. that day, following a demonstration at a luncheon of advertising executives in that city. The first use of Surrounding Sound on television is scheduled for tomorrow evening (Dec. 19), when it will be used for the background music of a pantomime story, "Freddie and the Yuletide Doll," on the *Red Skelton Show*.

Surrounding Sound Inc. now has 25 units of the device on the production line at its manufacturing plant at 5757 Santa Monica Blvd., Los Angeles, and full production is to be started after the first of the year, according to James Cox, vice president. The units will be available on a lease basis to one am station, one fm station and one tv station in any market on a five-year contract, at $116 per unit per month. KALL, Mr. Cox said, is leasing two units, one to provide continuous availability of Surrounding Sound, the other for use as a production aid. Dual units will be provided for fm stereophonic broadcasting, he said. The device will be leased to networks on a per-performance basis, directly related to the AFTRA scale plus various engineering costs.

The applications of Surrounding Sound range from the simple matter of adding richness to a local commercial announcement read by a staff announcer of an am radio station to full-scale production, it was explained. For the Red Skelton program, for example, the chorus and orchestra were recorded separately, with 17 effects added to the choral part and seven to the orchestral part of the musical background.

Tv's perennial

Official Films Inc., New York, has acquired the distribution rights to the *Little Rascals* tv series from producer Norbert Auerbach. The series consists of more than 100 one-reelers (6 to 9 minutes in length) and two reelers (12 to 18 minutes in length), which are sold to stations as a package. The series has been sold to tv for six years, but Seymour Reed, Official Films president, noted that "the durability" of the series is accounted for by its appeal to a new small-fry audience that grows up every two or three years. He added that WABC-TV New York, which has carried *Little Rascals* for the past four years, has renewed the contract for another two years.

Desilu Productions net up 10%, reports Arnaz

Although the gross income of Desilu Productions for the first half of fiscal 1962, ended Oct. 28, 1961, was $1 million under the gross for the same period of last year, the studios' net income rose by 10%, from 10 to 11 cents per share, President Desi Arnaz said in a quarterly report to stockholders.

The gross for the six-month period, May-October 1961, was $7,405,791, compared to $8,462,495 for the like period of the previous year, and the net income $130,295 this year compared to $120,917 last. "Despite the fact that we are currently producing only one show of our own, cash profits of $743,850 from operations were realized for the first six months," Mr. Arnaz reported. He attributed this primarily to "a high level of activity in furnishing production services and facilities to others and by a sharp reduction in our own overhead and operating costs."

Economee sales up 47%

Economee Television Programs, New York, reported last week that sales in the past year increased 47% over those of last year. Economee handles the re-run sales of more than 20 separate series sold by Ziv-United Artists during their first runs.

Among the series sold by Economee during 1961, according to Pierre Weis, vice president and general manager, were *Highway Patrol, Sea Hunt, Bat Masterson, I Led Three Lives, Man Into Space, Man and the Challenge, Science Fiction Theatre* and *West Point*. Mr. Weis noted that since 1954, Economee, though a division of Ziv-UA, has been a distributor of re-run programs, operating independently of and often competitively with Ziv-UA.

NO ONE ELSE CAN MAKE THAT STATEMENT!

...JUST US!

of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour

*SEATTLE TACOMA EVERETT BREMERTON OLYMPIA

KTNT TV CBS CHANNEL 11

CBS for Seattle, Tacoma and Puget Sound area

Studios in Seattle and Tacoma

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

Announcing a NEW series of

the third man

THE THIRD MAN RATES FIRST!

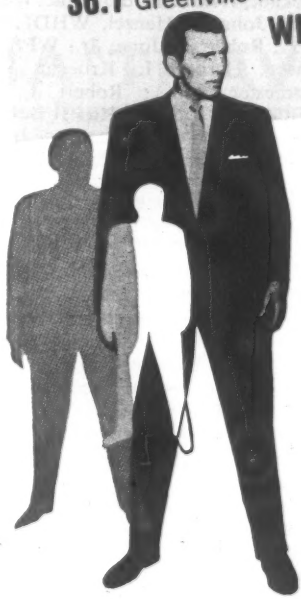
TOP-RATED ½ HOUR IN AMERICA'S TOUGHEST MARKET!

28.9

ARBITRON: New York Aug. 6-12

35.5 Schenectady **35.1** Sioux City
54.2 Tallahassee **41.9** Montgomery
36.7 Greenville N.C.

WITH MANY MORE TOP RATINGS!



38 ALL NEW THIRD MAN PRODUCTIONS

The new action packed series starts January 1, starring Michael Rennie as the witty, wily Harry Lime, and Jonathan Harris as his comrade-in-adventure, Bradford Webster. The same audience-proved format of mystery and intrigue that has made The Third Man a top-ranking show will continue. But audiences will find the new series even faster moving—more thrilling—than ever before.

Budweiser has renewed its sponsorship of this explosive half-hour of international adventure in 80 markets. All other markets, including the entire West Coast, are still open . . . so act now!

call

NTA

for availabilities

Offices:

New York, New York
10 Columbus Circle
JUdson 2-7300

Chicago, Illinois
612 N. Michigan Ave.
MIchigan 2-5561

Beverly Hills, California
8530 Wilshire Blvd.
OLeander 5-7701

St. Louis, Missouri
915 Olive St.
CEntral 1-6056

NAB radio code board vetoes changes

CODE STATIONS AT PEAK OF 1,460 DESPITE STIFF STANDARDS

NAB is sticking to its new and tougher radio code structure despite heavy pressure from industry sources anxious to soften it.

Last Tuesday (Dec. 12), the Radio Code Review Board examined several strong complaints from influential subscriber stations. Meeting in Washington, it studied carefully requests to ease the personal products and commercial-time regulations.

The final result—no backtracking from the present stiff standards. The rules are so stiff that a number of stations have listened to suggestions that they should pull out of the code because of repeated violations.

Despite the high code standards the number of subscribers has reached an all-time record of 1,460 am and fm stations. This represents an impressive 14% increase in less than six months.

Robert D. Swezey, NAB radio and tv code director, participated in the meeting—his first radio code session since taking office last October. Cliff Gill, KEZY Anaheim, Calif., presided at the board meeting.

"The code is really working," Chairman Gill said after the meeting. "We're enforcing it and intend to continue enforcing it."

Subscribers now belong to the radio code structure on a paid basis. Charles M. Stone, director of radio code operations, reported that under the monitoring program begun last summer, 66 stations in 34 markets had been monitored for a total of 397 hours through Dec. 8. He said the monitoring showed that 91.2% of the commercial time was in compliance with the code's time standards.

Board Resists Pressure ▪ The code board members showed they were in no mood to be influenced by industry pressures when they flatly rejected proposals to relax the time standards for advertising copy. These requirements specify a maximum of 18 minutes in any single hour or five minutes in any 15-minute segment, provided the weekly average does not exceed 14 minutes an hour.

They stood just as firm in refusing to ease the code clause holding unacceptable any advertising for such intimately personal products as hemorrhoid treatments and feminine hygiene items that might offend and embarrass the listening audience. One station complained this provision cost $10,000 in rejected business.

The Federal Trade Commission's new Advertising Alert publication listing FTC actions and proceedings was discussed with Edward F. Downes, senior staff attorney, and Seymour F. Stowe, director of information of the commission. Under this new FTC procedure and its liaison with the FCC, broadcasters are expected to review FTC actions before accepting advertising accounts (BROADCASTING, Nov. 13).

In another action the code board voted to stick to its absolute prohibition against hard liquor advertising. It emphasized the clause also applies to the advertising of products and/or services which, while not themselves hard liquor, could in their presentation induce the use of hard liquor.

The board has faced the problem of holiday egg nog advertising. Generally speaking there is no ban against rum-flavored egg nog but the ban would apply in the case of advertising that used an expression such as "contains Jamaica rum."

Attending the code meeting besides Chairman Gill, Mr. Swezey and Mr. Stone were Richard C. Dunning, KHQ Spokane, Wash.; Elmo Ellis, WSB Atlanta; John R. Henzel, WHDL Olean, N.Y.; Robert B. Jones Jr., WFBR Baltimore; Herbert L. Krueger, WTAG Worcester, Mass.; Robert L. Pratt, KGGF Coffeyville, Kan.; George J. Volger, KWPC Muscatine, Ia., and Cecil Woodland, WEJL Scranton, Pa.

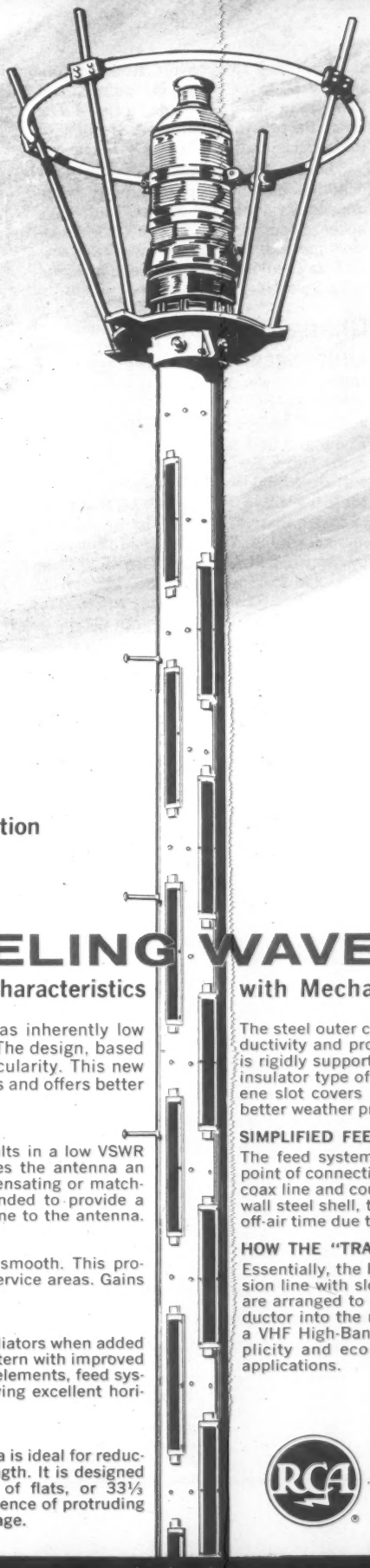
Timebuyers breakfast with WDAU-TV, WGBI

More than 100 agency timebuyers attended breakfast presentations on behalf of WDAU-TV and WGBI, both Scranton, Pa., throughout last week in the New York office of H-R Reps and H-R TV. Door prizes were presented each day to timebuyers and on Monday the lucky winners were Russ Young (l to r) of Young & Rubicam (an all-expenses paid weekend at Mount Airy Lodge in the Pocono Mountains in Pennsylvania) and Enid Cohn (a transistor radio). William P. Dix Jr., general manager of the stations, is beside Joan Stark (r), Grey Adv., who drew the winning stubs.

All-Industry committee reviews ASCAP demands

Negotiations held thus far with ASCAP in quest of new music-license contracts for television stations were reviewed for the All-Industry Tv Station Music License Negotiating Committee at a special meeting in New York last Thursday (Dec. 14).

The committee endorsed the work done to date by its negotiating subcommittee, which along with committee counsel presented the review. Four meetings with ASCAP have been held and others are scheduled, but details have not been made public. The all-industry group, headed by Hamilton Shea of WSVA Harrisonburg, Va., has proposed a new concept in fee systems, designed to reduce stations' ASCAP



The Popular Choice of Broadcasters for High Power TV Applications

For Ease of Installation
Better Protection
Uniform Patterns
Low VSWR

RCA "TRAVELING WAVE" ANTENNA

Combines Improved Electrical Characteristics with Mechanical Simplicity and Economy

Here is a VHF high-band antenna that has inherently low VSWR and produces smoother patterns. The design, based on slot radiators, results in improved circularity. This new antenna is strongly resistant to high winds and offers better weather protection.

INHERENTLY LOW VSWR

The traveling wave nature of the feed results in a low VSWR along the antenna. This characteristic gives the antenna an inherently good input VSWR without compensating or matching devices. The input has been broad-banded to provide a smooth transition from the transmission line to the antenna.

EXCELLENT VERTICAL PATTERN

The null-less vertical pattern is extremely smooth. This provides uniform illumination of the desired service areas. Gains from 9 to 18 can be obtained.

IMPROVED CIRCULARITY

The individual patterns produced by slot radiators when added in phase quadrature result in an overall pattern with improved circularity. This design combines radiating elements, feed system and antenna structure in one unit, giving excellent horizontal circularity.

LOW WIND RESISTANCE

The smooth cylindrical shape of the antenna is ideal for reducing wind load and has high structural strength. It is designed to withstand a wind pressure of 50 psf of flats, or 33⅓ on cylindrical surfaces. In addition, the absence of protruding elements minimizes the danger of ice damage.

The steel outer conductor is hot-dip galvanized for better conductivity and protection. The inner conductor of the antenna is rigidly supported at the bottom end without relying on any insulator type of support to carry the dead weight. Polyethylene slot covers are fastened to the pole over every slot for better weather protection.

SIMPLIFIED FEED SYSTEM

The feed system is completely self-contained with only one point of connection. Simplified feed system consists of a large coax line and coupling probes. Completely enclosed by heavy-wall steel shell, thereby minimizing possibility of damage and off-air time due to "lightning discharges."

HOW THE "TRAVELING WAVE" ANTENNA WORKS

Essentially, the RCA "Traveling Wave" Antenna is a transmission line with slots cut into the outer conductor. These slots are arranged to guide the energy radiated by the center conductor into the needed radiation pattern. It fills the need for a VHF High-Band Antenna which combines mechanical simplicity and economy, especially in high-gain, high-power applications.

Your RCA Broadcast Representative will gladly help with TV antenna planning. See him for details on this new antenna. Or write to RCA, Dept. CC-22. Building 15-5, Camden, N. J.

RCA

The Most Trusted Name in Television

payments to a point more in line with the amount of ASCAP music actually used on tv (BROADCASTING, Oct. 23). Current licenses expire Dec. 31.

Charles H. Tower, Corinthian Broadcasting, was named vice chairman of the 21-man all-industry group. Robert Dreyer of Metromedia and D. L. (Tony) Provost of Hearst Radio were officially added to the committee's membership.

The negotiating committee consists of Chairman Shea, Messrs. Tower and Dreyer, and Bill Grant, KOA-TV Denver; Andy Murtha, Time-Life stations; Clifford Kirtland Jr., Transcontinent Stations, and Robert H. Smith, WCYB Bristol, Va.

Allen seeks release; ABC says he can have it

Steve Allen has asked for an immediate release from his contract with ABC-TV, and the network is agreeable. A new program is expected to fill the 7:30-8:30 p.m. Wednesday time slot starting the first week of 1962. Dissatisfaction with this time period was given as the reason for Mr. Allen's request that his contract, which would have run through the end of March, be terminated after the December 27 telecast. He said that ABC-TV had done nothing to give him what he considered a better time. He pointed out that the network was able to move *The New Breed,* with beneficial results to that series' ratings but not his show.

Thomas Moore, ABC-TV vice president in charge of programming, when questioned about the matter, said: "We hope and expect to accede to Mr. Allen's request. However, it will take several days to iron out the schedule and advertiser allocations."

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KYOS Merced, Calif.: Sold by Frank Flynn and Mrs. Lou McCormick to McBride Corp. for $187,500. The principal stockholder and president of the McBride Corp. is T. E. McBride of Philadelphia. Mr. Flynn is the present manager of KYOS; Mrs. McCormick owns also KSLM Salem, Ore. KYOS is a 5 kw fulltime on 1480 kc. The broker was Edwin Tornberg & Co.

▪ KTRY Bastrop, La.: Sold by Paul Schilling to Mr. and Mrs. Mercer King Sr. and Margaret King of Columbus, Ga., for $39,500. Mr. King is in the laundry and dry cleaning business in Columbus, Ga. KTRY is 250 w daytime on 730 kc. The broker was Paul H. Chapman & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other other commission activities see* FOR THE RECORD, *page* 93).

▪ WMGM New York, N. Y.: Sold by Loew's Theatres Inc. to Storer Broadcasting Co. for $10.95 million (see page 65).

▪ WWVA-AM-FM Wheeling, W. Va.: Sold by Storer Broadcasting Co. to Ira Herbert and associates for $1.3 million (see page 65).

▪ WPTV (TV) West Palm Beach, Fla.: Sold by John H. Phipps to Scripps-Howard Radio Inc. for $2 million (see page 65).

▪ KCSJ-AM-TV Pueblo, Colo.: Sold by Bankers Life & Casualty Co. to Metropolitan Television Co. (KOA-AM-FM-TV Denver) for $1,250,000 (see page 65).

Wrather buys stock in Gilbert toy firm

Jack D. Wrather Jr., a major stockholder in Transcontinent Television Corp., has bought into A. C. Gilbert Co., New Haven, Conn., a nationally known educational toy manufacturer, it was announced last week.

Mr. Wrather's Wrather Organization paid $4 million for almost 50% of the common stock of the Gilbert Co. (Erector sets, American Flyer railroads, etc.). The stock was bought from the Gilbert family. Gilbert common closed at 21 on the American Stock Exchange last Thursday.

Payment is 30% in cash and the remainder is to be paid in five yearly installment starting two years later.

Mr. Wrather's holdings, in addition to the TTC interest, include control of Muzak Corp., radio-tv programs *Lassie* and *The Lone Ranger,* Disneyland Hotel and Stevens Marine Corp., a shipbuilding firm. TTC stations are WGR-AM-FM-TV Buffalo, KFMB-AM-FM-TV San Diego, KERO-TV Bakersfield (Calif.), WDAF-AM-FM-TV Kansas City, and 60% of WNEP-TV Scranton, Pa. The Gilbert purchase was handled by broker Edwin Tornberg & Co.

New NCAB headquarters

A new state headquarters will be opened in Raleigh, state capital, starting Jan. 1 as the first step in an expanded program of activity by the North Carolina Assn. of Broadcasters. It will be located at 302 Superior Bldg. and staffed by John Harden Associates, public relations firm.

Ed Rankin, the firm's Raleigh manager, will be executive secretary; David Murray, former promotion manager of

the sales we reject . . . prove our worth

In selling or buying a broadcast property, one of your greatest protections is Blackburn's often *demonstrated* willingness to reject a sale rather than risk our reputation. For our business is built on confidence, and no single commission can be worth as much as our good name. Why hazard the risks of negotiating without benefit of our knowledge of markets, of actual sales, of responsible contacts?

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	CHICAGO	ATLANTA	BEVERLY HILLS
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
RCA Building	Chicago, Illinois	John G. Williams	Beverly Hills, Calif.
FEderal 3-9270	Financial 6-6460	1102 Healey Bldg.	CRestview 4-2770
		JAckson 5-1576	

WTVD (TV) Durham, will be assistant. NCAB President Dick Dunlea Jr., WMFD Wilmington, said the office will serve as state and national spokesman for North Carolina broadcasters. Increased public relations activity is planned along with improved management services and liaison with public agencies.

Fleming elected head of radio-tv newsmen

Robert H. Fleming, chief of ABC's Washington news bureau, last week was elected president of the Washington Radio Television Correspondents' Assn. for 1962. He succeeds Ann M. Corrick of the Westinghouse Broadcasting Co.

Mr. Fleming

William B. Munroe Jr., chief of NBC's Washington news bureau, was elected vice president of the correspondents association, succeeding Mr. Fleming. Wells Church, CBS, was named secretary, and Stephen J. McCormick, Mutual, was elected treasurer.

The new members-at-large are Arthur F. Barriault, NBC; John W. Roberts, Time-Life-Fortune Broadcast Inc.; and Leslie W. Higbie, McCaffrey Reports.

The new officers, who will serve for one year, will be installed at the association's annual banquet, tentatively scheduled for Feb. 24. They will also serve as officers of the Capitol's radio-tv correspondents galleries.

Mr. Fleming, a reporter for 30 years for newspapers, news magazines and radio and television, has shared in Peabody and National Education Assn. awards to the ABC news department. He joined ABC in 1956, and became its Washington bureau chief last February.

Time-Life demonstrates its radio news muscle

Time-Life Broadcast News last week staged a demonstration of its new daily programming service before some 200 agency and station rep executives in New York. Titled "Topic A," the service consists of six different five-minute taped segments daily. The programming is available to stations at a price of approximately $1 a minute for the average top 100 market station.

"Topic A" has already been purchased by the seven RKO General stations. It will also be used by Time-Life's own stations (KLZ Denver, WOOD Grand Rapids, WFBM Indianapolis and WTCN Minneapolis).

The daily segments feature reports in six news areas by as many different newsmen serving as "editor in charge." The topics and their reporters: "Topic A—At Large," Dick McCutchen; "Sports," James K. McManus; "Business," Ron Cochran; "Hollywood," Pete Miller; "Europe," John Day; and "Washington," Nick Thimmesch. As an additional incentive, subscribing stations will receive free a library of 100 one-minute news background fill-ins to be programmed at the stations' discretion. Called "Capsule," the library will be expanded as the need arises.

CBS o&o execs meet with radio network

The managers of the seven CBS-owned radio stations last Friday began a year's end conference in New York with CBS Radio executives. The meetings, which continue through Tuesday (Dec. 19) embrace an agenda of questions relating to the stations' administration, programming and business.

The vice president-general manager of each station is there. They are: Jules Dundes, KCBS San Francisco; Thomas Y. Gorman, WEEI Boston; Robert F. Hyland, KMOX St. Louis; Ernest H. Shomo, WBBM Chicago; Sam J. Salte, WCBS New York; Robert P. Sutton, KNX Los Angeles; and Thomas J. Swafford, WCAU Philadelphia.

Attending on behalf of CBS Radio are: Fred Ruegg, vice president, station administration; Maurie Webster, vice president, spot sales, and Richard F. Hess, assistant to vice president, station administration.

CBS awards grants, honors women employes

Three educational institutions have been awarded 1961 grants by CBS Foundation, under a plan designed to recognize the service of women employes of CBS.

The plan provides for unrestricted grants to privately supported colleges from which women employes of CBS have graduated. Grants are made on the completion of 15 years of service by employees, and again at the end of each additional five year period.

A supplementary grant was awarded to Columbia U's Teachers College for May M. Dowell, director, special projects, CBS News, who has been with the network since 1935. Grants were also awarded to New York U. for Edith B. Bonneville, supervisor, mail and messengers, CBS-TV Hollywood, and Trinity College for Marion S. Sheppard, assistant music librarian, WBBM Chicago.

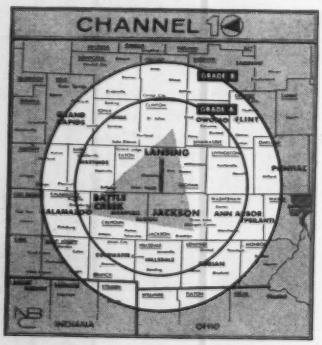
WEST—Full time radio station with good power providing excellent coverage. Fixed assets of over $145,000.00 include transmitter, land and building. Will gross $105-$110,000.00 in 1961 with good cash flow. Priced at $200,000.00 with 29% down and terms to be negotiated. ***ANOTHER H&L EXCLUSIVE.***

SOUTH—Medium sized market full time radio station with FM—operating at slightly better than break-even but has been terrific money maker in past years. Now grossing $80,000.00. Total price is $125,000.00 with 29% down and payout over ten years. ***ANOTHER H&L EXCLUSIVE.***

Hamilton-Landis
AND ASSOCIATES, INC.
John F. Hardesty, President
America's Most Experienced Media Brokers
NEGOTIATIONS · APPRAISALS · FINANCING OF CHOICE PROPERTIES

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton 1737 DeSales St., N.W. EXecutive 3-3456	Richard A. Shaheen John D. Stebbins Tribune Tower DElaware 7-2754	Dewitt Landis 1511 Bryan St. Riverside 8-1175	John F. Hardesty Don Searle 111 Sutter St. EXbrook 2-5671
Warren J. Boorom New York		Joe A. Oswald New Orleans	

A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.



Operating with a 1,008 foot tower at 316,000 watts. Let this one outlet give you all three markets.

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION
WILX NBC TV CHANNEL 10

WNTA-TV SALE OFF AGAIN

On-and-off transaction postponed again as seller fails to produce clear title

The sale of WNTA-TV New York to an educational television group, which was scheduled for last Wednesday (Dec. 13), was postponed when National Telefilm Assoc. could not deliver "clear title" to the station.

The postponement was the second in five days and prompted a threat by Educational Television for the Metropolitan Area Inc. to file suit against NTA for non-compliance of the contract. No date was set for another closing.

ETMA issued a statement reporting that it had tendered checks totaling $6.2 million to Henry C. Shays, counsel for NTA, at a meeting in an office of the First National City Bank of New York. Mr. Shays declined to accept the checks, ETMA said, because he was "unable to deliver clear title to the station."

Though ETMA and NTA officials refused to give details of the reasons for the lack of a clear title, it was reported that NTA had not been able to complete financial arrangements with creditors of the station. Joseph S. Iseman, counsel for ETMA, emphasized that in the sales contract there are stipulations that the seller must produce evidence that certain debts and obligations are met before the transfer is completed.

Lawsuit Threat ▪ Howard T. Sheperd, ETMA president, raised the possibility of a suit against NTA in a statement issued after the meeting. He observed that ETMA had complied with its contract obligations, and added:

"As NTA was unable to perform the contract in accordance with its terms, ETMA officials have been instructed to take all possible legal steps to obtain the station now on a free-and-clear basis.

"The attorneys are now preparing a lawsuit for that relief. We hope, however, that NTA can eliminate the need for litigation by promptly placing itself in a position to convey the station to ETMA."

ETMA officials said they were prepared to pay the $6.2 million, even though on Tuesday (Dec. 12), two of the three major networks—ABC and NBC—said they intended to make contributions of $250,000 each to the ETMA project. Originally networks had been expected to make payments of $500,000 each, but on Tuesday, ABC announced it would contribute $250,000, "as requested by ETMA." NBC, which had planned to give $500,000, announced it would contribute $250,000 also. CBS, which already had contributed $500,000, noted its donation had a stipulation that "at least one" other network had to match this amount. NBC later said it was prepared to contribute another $250,000 if the $500,000 figure is matched by each of the two other networks, as originally projected.

It could not be learned if WNTA-TV planned to remain on the air beyond last Friday (Dec. 15). Officials earlier had said the cut-off date would be Friday but following the collapse of the sale, they declined to reveal future plans.

The sales contract, it was learned late in the week, contains a clause giving either party 30 days to clear up any default. This was taken to mean that the transaction will be suspended in animation for that time while NTA tries to clear the obstacles to a clear title.

Courts To Rescue ▪ The latest difficulty in the sale of the ch. 13 outlet to the educational group is only the latest of a series that have plagued the transaction.

The first few were due to New Jersey's Gov. Robert B. Meyner. Gov. Meyner attacked the sale of the station to the educators on the ground that New Jersey was losing its only vhf tv outlet. Technically WNTA-TV is assigned to Newark, N. J. After the FCC denied his protests, the Governor carried the fight to the U. S. Appeals Court which at first granted him a stay, but later reversed this decision. Gov. Meyner then asked Chief Justice Earl Warren to re-instate the stay.

At this point, the deadline date for the contract arrived. NTA officially informed ETMA it was terminating the sale, giving the educators the required five days notice.

FCC Chairman Newton N. Minow, who had been active behind the scenes in encouraging the sale—all with the approval of the majority of the commission—saw his dream of an educational vhf outlet in New York going up in litigational smoke. There seemed no chance to save the so-carefully wrought arrangement.

Then, like a true tv cliff-hanger, the kindly, old newspaper editor intervened to save the situation. This time it was Norman Cousins, editor of the literary weekly, *Saturday Review*. Mr. Cousins arranged a meeting between ETMA officials and Gov. Meyner.

At 9:30 p.m., on Friday, Dec. 1, Tedson Meyers, administrative assist-

ant to the FCC chairman, was informed of the next day's meeting and asked to attend. After checking with Mr. Minow —and determining that Gov. Meyner would have no objection—Mr. Meyers attended the all day Saturday meeting at the Governor's mansion in Princeton, N. J., and spent the night there. In the morning, Gov. Meyner conferred privately with two of the ETMA principals: Howard C. Shepherd, president of ETMA, and Devereux C. Josephs, vice president. The talks failed and by Sunday afternoon the conference seemed doomed.

Mr. Meyers then entered into active participation. He warned all present that a compromise must be worked out —that the educators must make provision for New Jersey programs, and that Gov. Meyner must not insist on too stringent provisions. He got both parties to let him try to draft an agreement.

In telephone consultation with a group of FCC attorneys, called into the office in Washington for this eventuality, Mr. Meyers wrote out the agreement that became the basis for the eventual compromise. He brought it back to the FCC on Monday and had it accepted as an amendment to the pending application. On the same day, Gov. Meyner withdrew his application for a stay.

The FCC attitude toward Mr. Meyers' participation is based on the fact that the commission at that time was a party to the litigation. The compromise, in essence, was an attempt to settle the controversy out of court, according to the commission's line of thought. Thus, the FCC's presence during the negotiations between the parties was necessary, the FCC reasoning goes.

WNTA-TV exec to apply for uhf grant in N.J.

A proposal to establish a uhf television station in New Jersey was announced last week by Ed Cooperstein, former producer-director at WNTA-TV New York.

Mr. Cooperstein told a news conference in Trenton that the proposed uhf station would "fill the vacuum left by the loss of New Jersey's only tv station, WNTA-TV" (see story, page 58).

Mr. Cooperstein reported that he would file shortly for incorporation papers and would make application in January to the FCC. He noted there are numerous uhf channels available in New Jersey, and suggested the location could be in a major city, such as Newark, Paterson or Elizabeth. He said he has raised $25,000 of the $100,000 needed to pave the way for establishment of the station.

PRESIDENT, BROADCASTERS SWAP IDEAS

NAB freedom of information unit lunches at White House

President John F. Kennedy and broadcasters are acquiring a better understanding of each other's journalistic problems.

A full discussion of broadcast journalism took place last week (Dec. 12) with members of the NAB Freedom of Information Committee, who were Presidential luncheon guests at the White House.

The 90-minute discussion left committee members convinced Mr. Kennedy is aware of broadcasting's influence in national affairs and anxious to improve the flow of government information.

After the luncheon Frank P. Fogarty, Meredith Broadcasting Co. and chairman of the committee, said the group discussed "the broad problem of access to information at all levels of government." He pointed out that while all levels of government are not the President's personal problem, "his influence is very pervasive."

The Presidential luncheon was the second held late this year with broadcasting spokesmen. Last Oct. 5 the three top officials of the tv networks were White House guests. At that time they discussed cooperation with the U. S. Information Agency headed by Edward R. Murrow. The President has invited publishers to White House luncheons, mostly by geographical groups.

Last week's NAB luncheon invitation was received after NAB President LeRoy Collins had asked President Kennedy for a conference with committee members. The request was made in a Nov. 29 letter. Pierre Salinger, news secretary to the President, replied Dec. 1 with the luncheon invitation.

Live Conferences ▪ Committee members suggested to the President that more frequent live news conferences be made available to radio and tv. The President brought up the danger of overexposure; broadcasters said they too are concerned over the problem.

Much of the luncheon talk dealt with Sec. 315 of the Communications Act, which requires equal time opportunity for all candidates. This naturally led to a colloquy on the Great Debates of the 1960 campaign, broadcasters observing the debates could not have been held had not Sec. 315 been suspended by Congress.

It was noted that the losing candidate in the recent New Jersey gubernatorial race, former Secretary of Labor James P. Mitchell, reportedly had refused to take part in air debates with his opponent.

President Kennedy has frequently given the campaign debates with Richard M. Nixon a substantial share of the credit for his election. He has indicated he is favorably inclined toward debates in the 1964 campaign.

Gov. Collins opened the White House luncheon discussion by reviewing the work of the Freedom of Information Committee earlier in the day. Mr. Fogarty discussed problems centering around broadcast coverage of official proceedings, especially legislative hearings and the courts.

All or Part ▪ Broadcasters told the President about the problems they face in determining if an entire presidential speech or event should be covered. They asked staff aid in deciding if a speech, for example, might be of purely local interest. They made clear, however, that the decision to cover or not must remain with the broadcaster.

Mr. Fogarty said the President was urged to approve the "open records law" if it passed by Congress. The value of news conferences in keeping the nation informed was stressed, he said, adding that the luncheon proved valuable as a means of exchanging information and views on many topics. Ways to improve the handling of speeches and news conferences were discussed.

James C. Hagerty, ABC News vice president and member of the NAB committee, was in familiar territory, having served as news secretary to President Eisenhower.

Attending the luncheon besides Chairman Fogarty, President Collins, Mr. Salinger and Mr. Hagerty were Grover C. Cobb, KVGB Great Bend, Kan.; Ann M. Corrick, Westinghouse Broadcasting Co., for Radio-Television Correspondents Assn.; Robert H. Fleming, ABC, for Radio-Television News Directors Assn.; John W. Guider, WMTV-TV Poland Spring, Me.; Daniel W. Kops, WAVZ New Haven, Conn.; William R. McAndrew, NBC; Stephen J. McCormick, MBS; Weston C. Pullen Jr., Time Inc.; Richard S. Salant, CBS; James W. Woodruff Jr., WRBL Columbus, Ga. Howard H. Bell, NAB industry affairs vice president, took part in committee discussions and attended the luncheon.

Rep appointments...

▪ WIBR Baton Rouge, La.: Everett-McKinney, effective Jan. 1.

▪ WPTF Raleigh, N. C.: Henry I. Christal Co.

▪ WJAR Providence, R. I.: Robert E. Eastman & Co., New York, as national representative.

Special Holiday Rates

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

ONE YEAR SUBSCRIPTION
52 WEEKLY ISSUES—$7.00
EACH ADDITIONAL GIFT—$6.00

Please send 52 issues of BROADCASTING as my gift to:

1 **$7.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
Sign gift card _____
occupation required

2 **$13.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
Sign gift card _____
occupation required

3 **$19.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
Sign gift card _____
occupation required

4 **$25.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
Sign gift card _____
occupation required

additional subscriptions may be listed separately at $5.00

all orders will be checked, in the event of duplication you will be notified immediately

MAIL TODAY!

☐ I enclose $ ☐ please bill

name _____
street & number _____
city _____ zone _____ state _____

● **BROADCASTING** Subscription Department • 1735 DeSales St., Washington 6, D. C.

STANTON STRIKES BACK

Editorial in 'Times' draws reply from president of CBS

Dr. Frank Stanton, CBS president, last week took issue with *The New York Times* for an editorial stand taken on Dec. 12 that in effect endorsed FCC Chairman Newton N. Minow's position on programming.

The editorial was entitled *Mr. Minow is Right,* and defended the FCC chairman as being a target for both Dr. Stanton and NBC Board Chairman Robert W. Sarnoff, who spoke out on government control in speeches made a week before (BROADCASTING, Dec. 11).

The *Times* appeared to express doubt as to the veracity of the networks' belief that government concern over programming "amounts to improper control."

In a letter to the *Times* on Dec. 14, Dr. Stanton specifically directed his fire to that paper's reasoning that not only regulation on a station's entry into tv was necessary but also an attempt must be made to "try to insure the best diverse broadcasting." The newspaper based its position on the limitation of frequencies, noting that "no city has more than seven regular tv channels, and most areas can see only one or two or three."

Competition ▪ In his letter, Dr. Stanton wrote that although it is true that the number of vhf channels in a given area is limited technically, there are now 124 cities in the U.S. with two or more tv stations competitively owned "as opposed to only 58 cities that have two or more daily newspapers competitively owned." Dr. Stanton continued, "economic realities have proved a far more rigid restraint in newspaper publishing than technical realities have proved in tv broadcasting."

Dr. Stanton also took strong exception to a portion of the newspaper's editorial that commented on the FCC's increased emphasis on broadcasters' programming performance in this way:

"This doctrine was not invented by Karl Marx but by Herbert Hoover (secretary of commerce before he was elected president)."

Dr. Stanton said he thought any relationship of the government to "educational, cultural, informational or entertainment institutions" is an appropriate subject for discussion but that "such discussion is not advanced by intimations that those who bring the matter up are charging someone else with a Communist plot."

Said Dr. Stanton: it's more necessary to watch in a free society for precedents—though for "wholly plausible motives"—that may be extended and thus "come back to haunt us."

WHEC-TV

NOW FULL-TIME

In Rochester, N. Y.

It is with a feeling of great pride, together with a complete awareness of tremendous responsibility, that Station WHEC-TV has taken over full-time control of CHANNEL 10, Basic CBS in Rochester, N. Y., after an extremely pleasant share-time association with Station WVET-TV.

We at CHANNEL 10 (WHEC-TV) pledge to our ever-broadening audiences and our ever-growing group of sponsors that we will continue with renewed effort to maintain our present top position in the broad Rochester area that we serve.

WHEC-TV

FULL CHANNEL

10

CBS ROCHESTER N.Y.

Represented by **EVERETT McKINNEY, Inc.**

1020' above average terrain

the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before:

NEW TALLER WOC TV TOWER

SERVING THE QUINT CITIES
DAVENPORT BETTENDORF IOWA
ROCK ISLAND MOLINE EAST MOLINE ILL.

WOC-TV Channel 6 NBC
D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

KATZ, ZIV JOIN TO FILL PRIME TIME

'Trailblazer' plan to help tv stations, syndication

An "experiment" to encourage the development of an alternate source of prime-time television programs, other than those offered by the networks, was announced last Wednesday (Dec. 13) by The Katz Agency Inc., station representation firm, and Ziv-United Artists, program syndicator.

Under the "Trailblazer '62" plan, Katz-represented stations will purchase two first-run half-hour programs for the 1962-63 season. Stations participating in the arrangement will guarantee the scheduling of at least one program in prime time. Katz will then offer this program for sale to a national or regional sponsor. The other program, which need not be scheduled in prime time by the individual stations, will be offered as an announcement carrier.

Eugene Katz, president of the rep firm, said Trailblazer represents an effort by the 40 Katz-represented stations to obtain "quality programs" through the group's purchasing power. He stressed that though a price advantage may result, this is not the primary goal.

Ziv-UA will tell the Katz firm plans for programs it is considering for production for 1962. From these plans, Katz will select the two programs it wants for Trailblazer. Katz stations then will have first refusal rights—that is, a choice of accepting or rejecting the offered programs. Trailblazer programs rejected by Katz stations can be offered to other stations in the same market.

Program Selection ▪ A four-man review committee will select the programs to be offered. Committee members are Merl L. Galusha, operations manager, WRGB (TV) Schenectady; Robert Olson, program manager, WTVT (TV) Tampa, Fla.; Jack Tipton, station manager, KLZ-TV Denver, and Ollie Blackwell, director of audience development at Katz.

Katz stations were informed of the plan late last week. Mr. Katz described reaction from those consulted earlier as "No acceptances, no turn downs, and many enthusiastic cheers."

Mr. Katz thinks "there is a possibility of less network programming in prime time" next season. He said this possibility exists even if the FCC fails to reduce or eliminate network option time.

The Trailblazer plan, he said, should be welcomed by national advertisers as a unique guarantee of prime time scheduling in a large group of major markets. The plan also is seen as an effort to sustain the number of first-run syndicated tv shows, which has dwindled from 27 in 1958 to seven this season.

More Shows? ▪ M. J. (Bud) Rifkin, Ziv-UA executive vice president in charge of sales, said Ziv-UA's participation in the plan represents "an effort to keep tv syndication from drying up." He indicated Trailblazer may encourage the production of one or two shows which would not otherwise get off the planning boards. If out of a group of seven shows, he explained, Ziv has definite plans to produce three but the Trailblazer selection committee is interested in a fourth as one of its selections, the syndication firm probably will produce the four.

Mr. Rifkin emphasized that the programs offered for the plan would not be "network rejects." He said Ziv-UA develops programs for either syndication or network showing and does not mix the two.

The Katz and Ziv-UA experiment is for a year, and has a renewal option to renew for one or more years.

The Katz firm under the plan will receive only "customary commissions on the sale of time," Mr. Katz said.

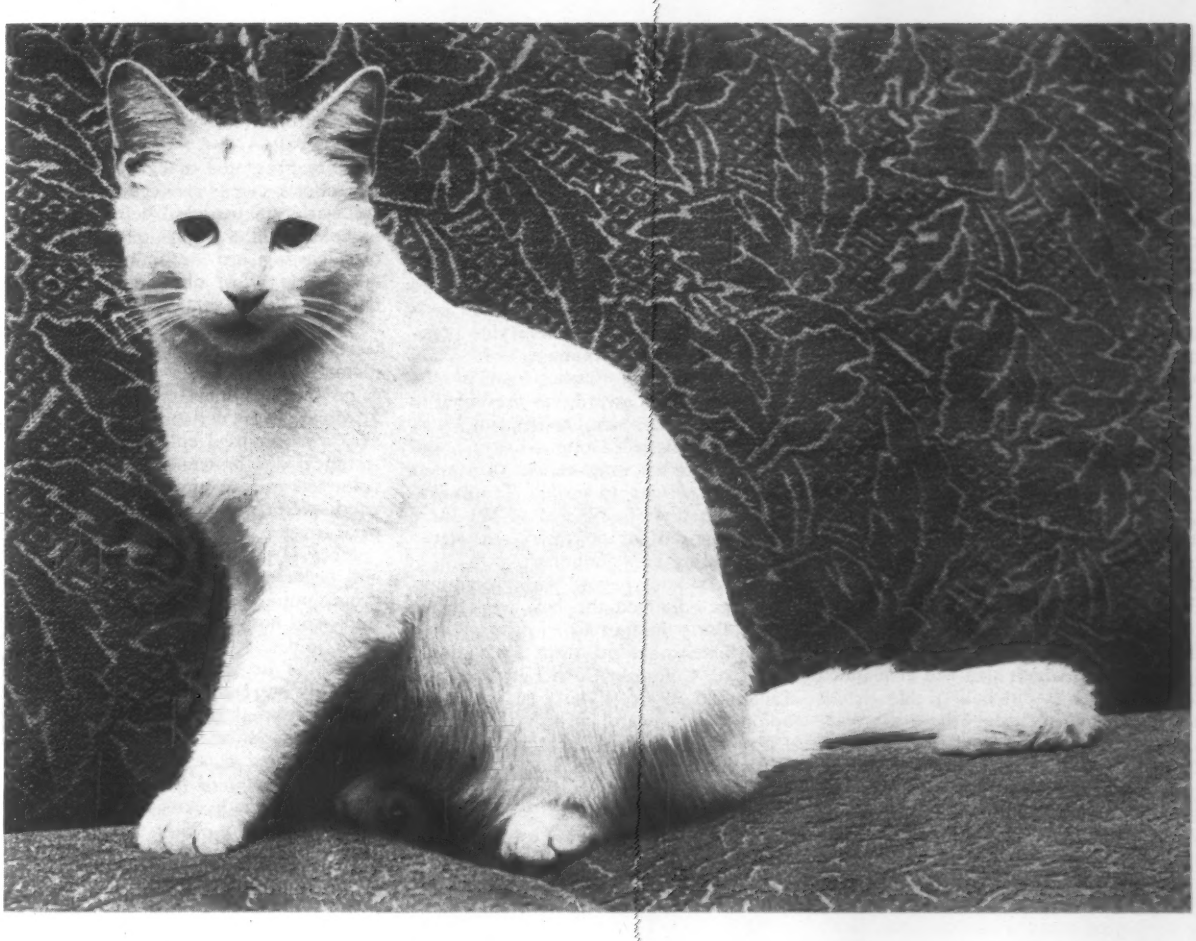
NAB plans conference on station editorials

A national NAB conference on radio-tv editorializing is being projected for March 1-2 in Washington. Preliminary plans for the workshop session were approved Dec. 12 by the NAB Editorializing Committee headed by Daniel W. Kops, WAVZ New Haven, Conn.

The conference would be designed to give practical aid to broadcasters not now editorializing, direct their attention to successful efforts by stations taking positions on local problems and provide background information from government leaders on broad national topics.

The committee voted to revise and expand the NAB editorializing handbook, adding a section laying down ethical principles for broadcast editorials dealing with political candidates and issues. FCC Chairman Newton N. Minow met informally with the committee at a luncheon session.

Also attending were these committee members: Frank J. Abbott Jr., WWGP Sanford, N.C.; John F. Dille Jr., WTRC-WSJV-TV Elkhart, Ind.; Eugene B. Dodson, WTVT (TV) Tampa, Fla.; Simon Goldman, WJTN Jamestown, N.Y.; Frederick S. Houwink, WMAL-AM-TV Washington; Lee Ruwitch, WTVJ (TV) Miami, Fla.



Frostie, anyone?

With barbed wire walls and 50-megaton bombs in every headline and newscast, WWDC Radio devoted its full week of editorials recently to a simple human problem. We know of no more meaningful Christmas message, particularly this Christmas. The editorial:

"Possibly several dozen cats get lost every day in Washington. Some of them probably are never missed. But that's not the case with Frostie. Because his loss means so much to two people, WWDC thinks the story worth telling.

"Frostie has no pedigree. He's just a white cat with two black spots the size of a dime between his ears. He's about 7 months old and has blue eyes. Until last month he lived happily with his master and mistress in the 3900 block of Lantern Drive. He thrived on a diet of ground steak, fish, eggs and cod liver oil. When his owners went off to work, Frostie amused himself around the house—sometimes inside, sometimes outside. But one evening, when his folks came home, Frostie was gone.

"They've advertised for him in the papers. They've printed up 1200 circulars and distributed them door to door in the area. Weekends and evenings they go out searching for him in the car. They question trash collectors, deliverymen, postmen.

"It seems very likely that Frostie has found a new home. But his loss is still keenly felt on Lantern Drive. There's a reward for his return. No questions will be asked. How about it? Anybody seen Frostie? If so, call WWDC."

Somebody did call, with word that they had heard the editorial and had found Frostie three weeks previously. He was returned the same evening. At least two people and one cat in this wild world were happy.

WWDC

RADIO WASHINGTON, D.C.

. . . the station that keeps people in mind

Represented nationally by John Blair & Co.
Member of the Blair Group Plan

WBBM takes 30, but there's plenty for all

NEW ORGANIZATION HANDS OUT 85 AWARDS IN CHICAGO

The newly-founded American College of Radio Arts, Crafts & Sciences held its first annual banquet in Chicago Tuesday and smothered a dozen local radio stations with 85 awards and citations. The honors went to personalities as well as to stations.

Two—WBBM and WGN—collectively won 55 of the 85 mentions. Five other awards went to advertisers and agencies.

College officials the next morning admitted privately that although the affair was a big success (520 station, agency and advertiser guests attended), the number of awards obviously must be cut down in the future. Of the total 125 nominations for awards submitted this year (each accompanied by a $10 filing fee) only 35 did not win mentions in some category or another.

ACRACS has been granted space for a national headquarters by the Conrad Hilton Hotel, which also will give space to a national "radio hall of fame" the college plans to establish next year. Last week's awards constituted a "salute to Chicago radio" and will not be considered for the national hall of fame, according to the ACRACS president, Donald N. Mann, manager of special projects for WBBM Chicago.

Mr. Mann's ACRACS associates give him most of the credit for forming the organization and the hall of fame. Both are to be national in scope. The college also seeks to create "suitable awards, grants-in-aid, scholarships, fellowships and to encourage institutions of higher learning to create departments in radio education."

Lots of Help ▪ Mr. Mann said over 90 people from stations, agencies and advertisers helped in judging this year's local awards, arranging for the dinner and assisting in the entertainment. A half-hour of the program was carried live by WBBM, WCFL, WGN, WIND, and WLS.

WBBM placed first with 30 of the 85 station mentions. WGN received 25 citations.

Ward L. Quaal, executive vice president and general manager of WGN Inc., was named "radio man of the year." A special award was presented to Ralph L. Atlass, vice president of Westinghouse Broadcasting Corp. and WIND, for his long career of leadership and service to radio. Zenith Radio Corp. and its WEFM (FM) there were honored for multiplex and stereo broadcasting contributions.

The "yellow pages" radio commercial was adjudged the best transcribed spot. Earle Ludgin Co. is the agency. Honorable mentions went to National Tea Co., Colorado Corn Fed Beef and Lillienfeld & Co. The best local live commercial award went to Bowman Dairy Co. J. Walter Thompson Co. and WBBM shared in this honor. Honorable mention went to United Airlines and N. W. Ayer & Son.

Of the remaining 30 awards WLS received eight, WCFL seven, WIND five, WMAQ three and WEBH (FM) two. One each went to WGES, WEFM (FM), WFMT (FM), WXFM (FM) and WOPA (Oak Park).

Fellows scholarships

Two Harold E. Fellows Scholarships of $1,100 each will be awarded for the 1962-63 school term by Assn. for Professional Broadcasting Education. APBE administers the scholarships, which were established by NAB as a memorial to its late president, who died in March 1960.

Eligible for scholarships are the children of employes of radio and tv stations and networks that are members of NAB. They may be used for courses of study in radio and tv at any of the 60 colleges and universities belonging to APBE, which will specify rules for the scholarship competition.

Color breakthrough seen by NBC for '61

"We expect 1961 to be color's biggest year," John K. West, NBC vice president in charge of west coast activities, said last Tuesday (Dec. 12).

"For the first time there is real excitement among color set dealers," he reported. This year's sales are now expected to hit the 150,000 mark, 50% better than 1960, provided dealers have sets on hand to satisfy customer demand. The RCA wholesaler in Los Angeles has only one color set in stock, Mr. West noted, with a pricetag of $1,500, and Christmas still two weeks off.

Tracing the history of color broadcasting since 1954, NBC's first year of colorcasting, with 68 hours and six advertisers, Mr. West recounted that "last year there were 1,034 hours of color on NBC and 110 different sponsors. . . . This year there will be more than 1,600 hours of color," with a proportional rise in the number of sponsors.

New records will also be set this year for the number of homes reached with color programming, the number of summertime color hours, the amount of daytime color programming (triple that of two years ago), and the amount of nighttime programming (up 71% over 1960).

More programs of every kind, news and sports events as well as dramatic and variety shows, are being broadcast in color, and the days of block color broadcasting are becoming more frequent, Mr. West observed. He added that with 367 tv stations (more than ⅔ of the total) equipped to broadcast network color and 104 also able to originate their own color programs, color is no longer limited to a few stations.

Along with network programming, Mr. West credited color's recent rise to technical developments that have made color sets easy to tune and control, with good picture quality and dependable performance.

New low light level camera tubes and faster color films have made color programming cheaper and better, he said. And now that 10 other set makers have joined RCA in producing color receivers, he concluded, "1961 will probably be remembered as the year of the color breakthrough."

Mr. West's review of color history was presented at a meeting of the Los Angeles chapter of the National Academy of Television Arts & Sciences held in NBC's Color City. Donn Tatum, vice president in charge of television sales for Walt Disney Productions, introduced film clips of color discussions by Walt Disney and Prof. Ludwig von Drake.

Richard C. Welsch, director of production and business affairs, NBC, west coast, demonstrated Chroma-key and other special effects utilized by NBC in live color programming as well as color on film and tape. He also showed an experimental approach to animation on tape, similar to that of Ampex (BROADCASTING, Nov. 6), foreshadowing a new field of endeavor for video tape programming.

NBC move to Burbank to be complete by 1963

In the spring of 1963, NBC will finally and fully vacate Hollywood's Radio City at Sunset & Vine and move all of its operations to Color City in Burbank, Calif., where most of the network's west coast activities are already centered.

The land on which NBC established its Hollywood headquarters in 1938 will be the site of an office-building-hotel complex to be erected by Uhlco Properties of Los Angeles, which has purchased the property for $3.5 million. The option, secured by Uhlco early this year (BROADCASTING, March 13), was exercised Dec. 14.

The NBC lease on the property runs

through December 1963 but John West, vice president in charge of west coast operations, said that the move to Burbank would be completed by spring of that year. NBC's Los Angeles tv station, KRCA (TV), NBC Spot Sales, part of the network's Los Angeles news operation and RCA Recording now occupy the premises at Sunset & Vine along with some outside tenants.

WKY HELPS EYE BANK

Tv station, Lions campaign to provide sight for blind

The ability of WKY-TV Oklahoma City to put across a message effectively has enabled some 346 Oklahomans to see again.

The project began Dec. 2, 1957 when WKY-TV, working with the Lions Clubs of Oklahoma, produced a half-hour program, "Gift of God," dealing with the medical and legal aspects of restoration of sight through corneal transplants.

To set up a state-wide eye bank, the Lions Clubs asked the station to assist them in getting Oklahomans to sign donor cards willing their eyes to the bank at the time of their deaths.

During the four-year period more than 16,400 donor cards were sent in to the Lions Sight Conservation Foundation. And the sight of 346 persons has been restored through the transplant of corneas, an average of one every four days.

Looking back on the four year plan, WKY-TV reported that 700 donor cards were received within 1½ hours after the first telecast; the first donation took place 24 hours later and the first transplant 36 hours later. The first donor card signed was by Raymond Gary, then governor of Oklahoma.

Storer's $10.95 million WMGM buy okayed

FCC ALSO APPROVES SALES OF WPTV, WWVA, KCSJ-AM-TV

Storer Broadcasting Co. finally got into New York last week when the FCC approved its record $10.95 million purchase of WMGM in that city.

The approval, by a 6-0 vote, came almost two months from the day Storer dropped its agreement to buy WINS New York and shifted its sights to WMGM (BROADCASTING, Oct. 16).

Storer picked up the WMGM outlet after the proposed sale of the Loew's Theatres Inc. station to Crowell-Collier Publishing Co. was cancelled by mutual consent. Crowell-Collier was to pay about the same amount for WMGM.

Storer in August 1960 agreed to buy the 50 kw WINS in New York for $10 million, but allowed the contract to terminate after the FCC held up WINS' license renewal while it investigated allegations of payola at that station. Both WMGM and WINS are 50 kw independents; the former on 1050 kc and the latter on 1010 kc.

The Crowell-Collier-WMGM sale was dropped when Crowell-Collier got into difficulty with the FCC over technical violations and program and promotion activities.

Because Storer already owns its maximum quota of seven radio stations, the Miami-based group owner sold its WWVA-AM-FM Wheeling, W. Va., to a group headed by Ira Herbert, former New York broadcaster, and his associates for $1.3 million. This transaction also was approved by the FCC last week. The Herbert group already owns WAKE Atlanta and WYDE Birmingham.

When Storer closes the WMGM transaction, it will have in addition to the New York outlet: WJBK-AM-FM-TV Detroit, WJW-AM-FM-TV Cleveland, WSPD-AM-FM-TV Toledo, WAGA-TV Atlanta, WITI-TV Milwaukee, WGBS-AM-FM Miami, WIBG-AM-FM Philadelphia and KGBS Los Angeles.

Other Approvals ▪ In other station sale grants last week, the FCC approved the $2 million purchase of WPTV (TV) West Palm Beach, Fla., by Scripps-Howard Radio Inc. The ch. 5 station was bought from John H. Phipps. It is affiliated with NBC. Scripps-Howard Radio owns WEWS (TV) Cleveland, WCPO-AM-FM-TV Cincinnati and WNOX Knoxville and, through an associated company, WMC-AM-FM and WMCT (TV) Memphis. Scripps-Howard publishes newspapers in these cities and in others.

The FCC also okayed the sale of KCSJ-AM-TV Pueblo, Colo., to Metropolitan Television Co. for $1,250,000. Metropolitan is the licensee of KOA-AM-FM-TV Denver and is owned by Bob Hope, William Grant, James L. Saphier, Quigg Newton and others. The Metropolitan owners are selling KCSJ radio to W. M. White Jr. and others for $210,200; this action also was approved by the FCC. KCSJ-TV is on ch. 5 and is independent. The Pueblo stations are now licensed to Bankers Life & Casualty Co.

Highest Price ▪ The $10.95 million Storer paid for WMGM constitutes a record price for a single radio station. The WMGM price topped the $7.5 million paid in 1957 by Metropolitan Broadcasting Corp. for WNEW New York. This price, however, included $1.5 million in net quick assets acquired by the buyer, bringing the net price to $6 million.

Joe Jerkins (r), WKY-TV program director, and Tom Paxton, member of the station's staff, flank George Mathey, whose sight was restored after 35 years of blindness, on "Eye Witness," fourth anniversary program of the eye bank project. The project still is going strong, WKY-TV says.

AFTRA seeks mediation in new feud with KFWB

A disagreement between the American Federation of Television & Radio Artists and KFWB Los Angeles, which has continued to hamper good station-union relations since the end of AFTRA's 122-day strike against KFWB on Nov. 11, seems headed for arbitration.

David Ziskind, counsel for AFTRA's Los Angeles local, on Monday (Dec. 11) wrote Crowell-Collier Broadcasting Corp., licensee of KFWB, a letter listing 14 points which the union demands be submitted to arbitration as provided for in the contract signed by AFTRA and KFWB on Nov. 13.

Mr. Ziskind writes that AFTRA has named Frank Nelson, tv actor, as its member of an arbitration panel and

BAROMETER GOING UP!

The BAROMETER of HOMES REACHED goes to a *new high* in Central Penna.

WTPA—ONE MILLION WATTS OF POWER—reaches virtually 3 TIMES AS MANY HOMES AS ITS NEAREST COMPETITOR.*

If you'd like to make your clients dollars hit a new high—at the lowest cost — call the best "Reps" in the business...

HARRINGTON, RIGHTER & PARSONS

*ARB March 1961

AND STILL RISING!!!

HARRISBURG
YORK
LEBANON

WTPA TELEVISION Channel 27

ABC-TV quells new rumor on color tv

Speculation that ABC-TV might be on the verge of a decision to place color tv programs on the air next fall was doused with cold water last week.

A network spokesman repeated the oft-stated response to color-tv inquiries: when the public by its purchase of sets chooses to watch programs in color, ABC-TV will be ready to jump into color. "We'll take our cue from the public," he said.

The revived talk of ABC-TV color plans was traced to an announcement in Hollywood that Warner Bros. would produce in technicolor the pilot of *Lone Sierra*, a series being prepared for next season on the network. No decision has been made whether or not other episodes in the series will be filmed in color.

As explained last week, ABC-TV and Warner Bros. felt the series format particularly lent itself to color and should the network "elect to convert" to color after the start of the 1962-63 season, the programs could be shown in color. Another favoring factor is the location where the series is being filmed. ABC-TV shares with Warner Bros. in production costs.

concludes: "Unless we receive your designation of an arbitrator within three days we shall apply forthwith to the arbitration committee of the American Arbitration Assn. for the selection of the second arbitrator, and, if necessary, for the third arbitrator as provided for in our agreement."

On Thursday, the third day after the date of Mr. Ziskind's letter, James Simons, general manager of KFWB, replied that: "KFWB does not admit the existence or arbitrability of any of the alleged controversies or disputes set forth in your letter. However, as called for by said agreement, KFWB designates Henry W. Becker (management consultant who represented KFWB in negotiations with AFTRA aimed at settling the strike) . . . as one of the arbitrators."

The first of the 14 points raised by the union asks whether the KFWB agreement with AFTRA was "obtained by fraud on the part of Crowell-Collier Broadcasting Corp." Since KFWB promised that it would "re-employ striking employes no later than one week from the date of that agreement, when in fact Crowell-Collier knew at the time of the execution of the agreement that it did not intend to comply with said undertaking."

Other points in the AFTRA list are posed in the same "have you stopped beating your wife?" form of questions. They deal for the most part with individuals whom KFWB has allegedly failed to re-employ or to whom it has given "discriminatory assignment of work shift."

James Simons, KFWB station manager, issued the following statement when questioned about the AFTRA letter: "KFWB, when called, said: obviously these statements by AFTRA must be the result of an assumption on their part of management prerogatives. Any action with regard to any employe, whether AFTRA or not, will be administered with fair regard to both company and employe, as always. Such isolated instances as those stated by AFTRA out of context cannot be considered relative to any labor contract but must, because they are individual, be decided on the merits of the individual factors."

For CBS News specials

The creation of a special program unit of CBS News was announced last week by Blair Clark, general manager and vice president of the division. The new unit will produce *Robert Trout With the Saturday News*, as well as fast-breaking special news programs on CBS-TV. William B. Crawford will be producer of the unit, Bob Quinn director, and Richard Richter writer.

A fan letter from the chairman

Among the fan mail received recently by WSB Atlanta was something that might be called a collector's item—a letter of commendation from FCC Chairman Newton N. Minow.

The letter from Mr. Minow was in response to a speech by Elmo Ellis, WSB's program manager, outlining "ten commandments for broadcasting," delivered to the Alabama Broadcasters Assn. (BROADCASTING, Nov. 6).

In praising the "decalogue," which Mr. Ellis in his speech offered as a success formula for broadcasters, Mr. Minow wrote: "It is a most outstanding document . . . not only enlightening but inspiring. It indicates . . . public service and public interest broadcasting which more people should be talking about and doing."

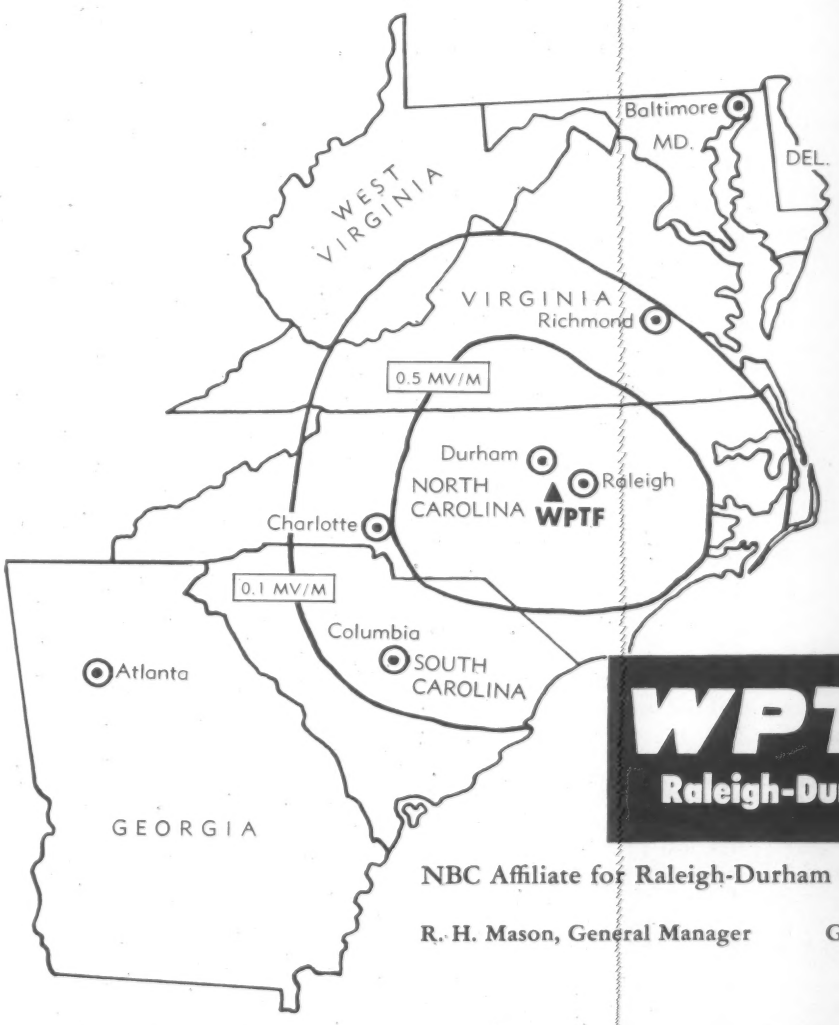
Announcing the appointment, effective January 1, 1962

of **HENRY I. CHRISTAL COMPANY** as

National Sales Representative for

WPTF Raleigh-Durham
50,000 Watts 680 KC

whose Full Range Programming
has made radio the respected leader
in a major Southeastern market



WPTF
Raleigh-Durham

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. Mason, General Manager Gus Youngsteadt, Sales Manager

FCC adopts principle of catv impact

INFORMAL VOTE BACKS KWRB-TV OPPOSITION TO MICROWAVE GRANT

A majority of the FCC tentatively decided last week that the commission can and must consider the impact a microwave grant to service community antenna tv systems will have on an existing local tv station.

In so doing, the FCC instructed its Opinions & Review staff to prepare a decision which would deny the application of Carter Mountain Transmission Corp. for microwave facilities to deliver signals to catv systems in Riverton, Lander and Thermopolis, all Wyoming. The application had been protested by KWRB-TV Riverton and, after an initial decision favorable to Carter, the NAB entered the case on the side of KWRB-TV.

The staff instructions were issued Thursday (Dec. 14) after an oral argument earlier the same day. If the instructions are affirmed in a final decision, it will constitute the first time the FCC has denied a grant—albeit a common carrier application—on grounds an existing broadcast station will be harmed. Although no formal vote was announced, it is understood that the informal lineup was 5-1. Commissioner John S. Cross was in the minority and Commissioner Robert T. Bartley was out of town.

According to a spokesman, the commission accepted the arguments of the NAB, KWRB-TV and the FCC Broadcast Bureau that the agency must consider the end result of the proposed microwave grant. Such a result might well be the demise of the only local tv station to the detriment of the public interest, it was stated. The spokesman pointed out that the FCC decision had nothing to do with the content of the programming to be repeated by the proposed microwave system; that this was not a consideration.

Opposite Viewpoints ▪ The commission's Broadcast Bureau and its Common Carrier Division took diametrically opposite positions in the case. Arguing for common carrier, Arthur Gladstone said that Carter is a bona fide common carrier and, that being so, the FCC has no authority to look at the final product of the proposed microwave. He said that the use to be made of the broadcast signals is of no concern of the commission. Mr. Gladstone and Thomas Shack, arguing for the applicant, said that the impact upon KWRB-TV is of no legal concern to the commission.

Robert Rawson, chief of the Broadcast Bureau, said the grant would have an adverse affect on the Riverton station and that this is of proper concern to the commission. The agency must consider the ultimate result of the proposed grant, he said.

Carter is seeking the microwave permit for off-the-air pickup of the signals of KOOK-TV and KGHL-TV, both Billings, Mont.; KTWO-TV Casper-Cheyenne, Wyo.; and KID-TV Idaho Falls, Idaho, to deliver to catv systems in the Wyoming cities.

The commission originally granted the application in April 1959 without a hearing. After a KWRB-TV protest, the commission stayed the grant and ordered a hearing. Last May, Hearing Examiner Walter Guenther recommended a grant to Carter Mountain Transmission in an initial decision. He ruled that the impact upon KWRB-TV is of no legal significance in the determination as to whether such a grant would be in the public interest.

Catv systems currently are operating in Riverton, Lander and Thermopolis and have been for several years. KWRB-TV formerly was on the cable system but is not at present.

Carter argued that the initial decision, which was reversed by the FCC, is sound legally and contains a documented discussion of the basic legal questions involved. The applicant said that there is no reliable method of accurately estimating the competitive impact on KWRB-TV and that, in any event, such impact would have no bearing.

The Winning Side ▪ Vernon Wilkinson, KWRB-TV counsel, and Douglas Anello, NAB general counsel, successfully maintained that the public interest requires the FCC to consider the plight of the tv station. Under the examiner's ruling, even if it could be shown that a microwave grant would destroy all tv stations west of the Mississippi, the FCC would be powerless to do anything about it, Mr. Wilkinson said.

He pointed out that KWRB-TV is the only local tv station serving the area, with 45,000 people in its coverage area. If the station is forced off the air, it would leave 25,000 persons without any tv service, including catv, he said. The KWRB-TV counsel cited figures to show how the station's revenues had decreased in four cities as catv subscribers increased in the same areas.

Mr. Anello said that the public interest criteria thrust upon the FCC means all uses of all classes of radio transmissions. He pointed out that there is a close economic control of common carriers, with no competition, and that they operate under a different set of rules than does broadcasting. The examiner failed to recognize the difference in the rules which is of extreme importance in a disposition of the case, he said.

Washington relic

B. Altman & Co., a New York department store, on Dec. 10 advertised the availability of original autographs. At $65 it offered a Franklin D. Roosevelt signature on an FCC appointment signed Feb. 12, 1935, countersigned by Cordell Hull, secretary of state, with official seal and decorative frame. The commission was that of Anning S. Prall appointing him a member and chairman of the FCC. Mr. Prall, former Democratic congressman from Staten Island, N. Y., served on the FCC from Jan. 17, 1935, until his death on July 23, 1937.

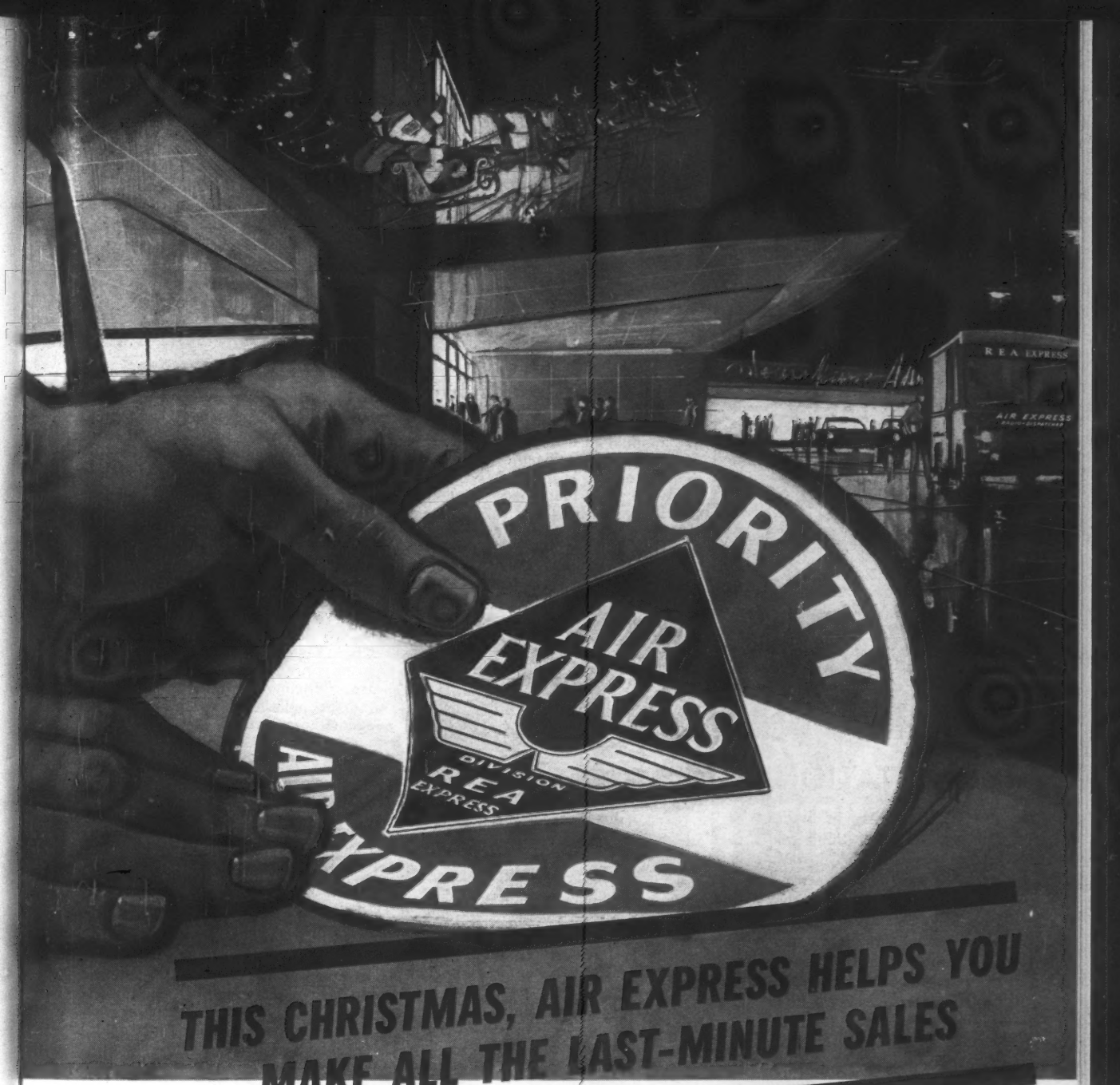
AT&T low etv rates open to all, says FCC

Several etv stations are showing interest in lower interconnection rates set by AT&T for service which is particularly valuable for etv but less applicable for commercial broadcasters (BROADCASTING, Nov. 13).

The special rates went into effect Dec. 7. The FCC approved the AT&T tariff but notified the company it would have to make this service and rates available to all who wish to use it, not limit it to educators. This was the result of staff study on the question raised when AT&T made its proposal —common carriers must offer a type of service which is theoretically available to all who wish it.

The special service includes no monitoring, no switching, no special supervision and no standby circuits—all vital in commercial interconnections. Although most broadcasters would not dare accept this service for long-haul commercial networks, some feet it is good enough for short-haul interconnections and the rates are appreciably lower than normal tariffs tend to be.

AT&T had previously expressed willingness to make the service available to any requesting it and now will have to do it.



THIS CHRISTMAS, AIR EXPRESS HELPS YOU MAKE ALL THE LAST-MINUTE SALES

No need to miss sales by running out of the items that are selling well. Or to lose money by over-buying seasonal goods. Why not profit from the benefits AIR EXPRESS can bring to your business? AIR EXPRESS overnight delivery puts flexibility into buying. It's as though suppliers were just around the corner. You can order one day, get delivery the next. The AIR EXPRESS label on your shipments ensures that they get top priority, on all 35 U. S. scheduled airlines, with kid-glove handling and prompt pick-up and delivery, door-to-door. Be sure to specify AIR EXPRESS . . . this Christmas, and all year round too!

AIR EXPRESS

CALL YOUR LOCAL R E A EXPRESS OFFICE FOR AIR EXPRESS SERVICE

THE
CHARLESTON-
HUNTINGTON
MARKET IS

27TH*

NATIONALLY

WSAZ
TELEVISION
IS THE

20TH*

NBC STATION

. . . in the country in homes delivered, through the week, around the clock. And in both Nielsen and ARB ratings, WSAZ Television is Number 1 in the 72-county, 4-state Charleston - Huntington market. This is the "American Ruhr" region of the great Ohio Valley, where over two million people in a half-million TV homes spend $4 *billion* dollars a year! And WSAZ - TELEVISION is the *only TV station* that covers these homes. See your Katz Agency man and find out why this newest Goodwill Station definitely belongs on your must-buy list.

**ARB March, 1961, Survey*

WSAZ TELEVISION
CHANNEL 3 CHARLESTON-HUNTINGTON
DIVISION: THE GOODWILL STATIONS, INC.
Represented by The Katz Agency

Three-city hearing set in KWK case

As matters now stand, KWK St. Louis will present a cross-country defense in its fight against FCC efforts to revoke the station's license. Hearing Examiner Forest L. McClenning announced last week that hearings will be held next Jan. 15 in Milwaukee, Jan. 16 in Chicago and Jan. 18 in St. Louis.

The tri-city hearing was ordered after KWK counsel Robert Booth and Jack Blume had sought commission sanction for the taking of depositions in Chicago and Milwaukee.

Two days after the examiner's order, however, KWK filed a petition asking the commission to reconsider an earlier FCC action reversing the examiner on the site of the hearing. Mr. McClenning had ruled that the KWK defense would be presented in Washington hearings but the FCC ordered field hearings (BROADCASTING, Dec. 4). The agency already has presented its case against KWK in an attempt to prove charges the licensee conducted fraudulent contests and misrepresented facts to the commission (BROADCASTING, Sept. 18).

In its plea for reconsideration, KWK maintained the FCC did not consider Sec. 5 (a) of the Administrative Procedures Act which states that "due regard" shall be given to the convenience of the parties involved in setting the time and place of a hearing. The station said that it no longer plans to take any depositions in St. Louis or call local witnesses—a major consideration in the FCC order for St. Louis hearings.

If the Milwaukee and Chicago sessions go as announced, KWK will call approximately a dozen witnesses in each city. Included are several broadcasters, agency and station representative personnel and Milwaukee Mayor Henry W. Maier.

Also still pending before the commission is a request by KWK that the hearing examiner be empowered to give a directed verdict without the presentation of a rebuttal case. In a revocation proceeding, the burden of proof is on the FCC and KWK maintains that the commission has not met that burden.

Justice seeks block of film labs merger

An antitrust suit to block the proposed merger of two major film processing companies has been filed by the Justice Dept. in U. S. District Court in Los Angeles.

The suit against American Corp. of New York, owner of Pathe Labs, and Republic Corp. of North Hollywood, owner of Consolidated Film Industries, states that the two companies process 40% of all professional motion picture film with combined revenues of $35 million. It asks the court to order American to get rid of its stock holdings in Republic and to forbid Republic from proceeding with its plan to acquire ownership of American through an exchange of stock. The management of both companies has approved the merger and the stockholders are expected to approve it this month.

Alford to resume advertising hearing

A hearing by a subcommittee of the House Small Business Committee on the television advertising opportunities available to small advertisers will be resumed early next year, probably in February.

In disclosing the plans last week, a subcommittee aide indicated that not all those who might be invited—or subpoenaed—to appear would be "small business," in the strictest sense, or even advertisers.

He said the names of Jeno F. Paulucci, president and board chairman of Chun King Sales Inc., and Philip Liebmann, president of Liebmann Breweries Inc. (Rheingold), had cropped up at the subcommittee's hearing two weeks ago (BROADCASTING, Dec. 11).

Both were said to have complained to the FCC about treatment at the hands of the networks, and the subcommittee source said both may be asked to tell their stories.

Another potential witness is Richard Bailey, president of Sports Network. He was also said to have written the commission, opposing network option time.

TOA Volunteers ▪ In another development, the subcommittee received a letter from the anti-pay-tv committee of Theatre Owners of America, offering to testify. As of last week, however, it appeared the offer would be declined.

Some of the subcommittee staff members expressed the view that the question of pay-tv does not appear to be closely enough related to the question of small businessmen's advertising opportunities on television to warrant attention at this time. They indicated it might be looked into later, however.

Rep. Dale Alford (D-Ark.), subcommittee chairman, had originally listed pay-tv as one of the items that would be considered in the inquiry, but subsequently abandoned the idea. In questioning some witnesses at the hearing two weeks ago, he briefly raised the pay-tv matter.

Philip F. Harling, chairman of TOA's Joint Committee Against Pay Tv, in

Talk about a stacked deck! This one's packed with aces—and they're all being dealt to you. Sylvania offers a powerful "hand" of hard-working, high-efficiency Mercury-Vapor Rectifiers for your power supply replacement needs.

You'll find these husky Rectifiers have the kind of stamina that means longer working hours, reduced maintenance time. Your station management will value that Sylvania brand of quality because it offers lower tube costs per hour of operation.

Deal yourself in! Phone your Sylvania Industrial Tube Distributor for prompt delivery on Mercury-Vapor Rectifiers and all Sylvania Tubes for AM, FM, VHF, and UHF. Ask for the descriptive "Sylvania Industrial Tubes" booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 126, 1100 Main Street, Buffalo, New York for your copy.

POPULAR SYLVANIA MERCURY-VAPOR RECTIFIERS

	Maximum Anode Ratings	
Sylvania Type	Voltage (Vdc)	Current (Adc)
575-A	15,000	6.0
673	15,000	6.0
857-B	22,000	20.0
866-A	10,000	1.0
869-B	20,000	10.0
872-A	22,000	20.0
8008	10,000	5.0

SYLVANIA

Subsidiary of GENERAL TELEPHONE & ELECTRONICS

the letter he sent to Rep. Alford noted this introduction of the pay-tv question into the proceedings, and added, "We would be more than willing to present the people's side of the story."

Along with the letter, Mr. Harling sent copies of the TOA briefs filed in the U. S. Court of Appeals opposing the FCC grant which authorized the RKO-Phonevision pay-tv test in Hartford, Conn.

Right to agency review debated at conference

Does an applicant have the right to a full review by a federal administrative agency of an initial decision, or is this right a discretionary one? This was the liveliest topic debated at the second full meeting of the Administrative Conference of the U. S., in Washington.

The fracas originated when one of the conference committees reported that it is prepared to support S-1734, a bill introduced in the last Congress by Sen. John A. Carroll (D-Colo.). One provision of the bill would give all administrative agencies the right to accept or deny, without reasons, requests for review of a hearing examiner's initial decision. This discretion is already vested in the FCC; it was incorporated in the reorganization legislation passed by Congress last summer.

The conference committee, headed by David Ferber, assistant general counsel of the Securities & Exchange Commission, was asked to give further consideration to the proposal after vigorous opposition developed on the floor. The objectors included Donald C. Beelar, Washington communications lawyer, and J. D. Bond, an Atomic Energy Commission hearing examiner formerly with the FCC.

The conference heard Chief Justice Earl Warren and Presidential Assistant Myer (Mike) Feldman. It was first established by President Eisenhower and continued by President Kennedy to work out methods to cut down delay and red tape at federal agencies. District of Columbia Circuit Judge E. Barrett Prettyman is chairman of the conference; Max D. Paglin, FCC general counsel, is vice chariman.

Court upholds FCC right to return applications

The FCC has the right to return an application when the facility which is being sought is already occupied, the U. S. Court of Appeals for the District of Columbia unanimously agreed last week.

The three-judge panel upheld the FCC's 1960 action when it refused to accept a contingent application for ch. 10 in Terre Haute, Ind., submitted by Fort Harrison Telecasting Corp. WTHI-TV Terre Haute occupied ch. 10, but had asked the FCC to permit it to change to ch. 2. Fort Harrison asked that its application be accepted, pending the commission's approval of this change. The FCC said it could not; that when and if the channel switch was made, Fort Harrison could reapply. The court agreed that Fort Harrison was not aggrieved or adversely affected.

The court comprised retired Supreme Court Justice Stanley Forman Reed, Circuit Judges Wilbur K. Miller and David L. Bazelon.

FCBA to hear Taishoff

Sol Taishoff, editor and publisher of BROADCASTING and *Television* magazines, will be the luncheon speaker at the December meeting of the Federal Communications Bar Assn. The title of Mr. Taishoff's talk: "The Answer: A New Communications Law." The meeting is tomorrow (Dec. 19) at the Washington Hotel, Washington, D. C.

Minnesota Mining indicted by U.S.

The Minnesota Mining & Manufacturing Co., owner of the Mutual Broadcasting System, has been indicted by a federal grand jury on charges of price fixing and monopoly in the field of magnetic recording tapes, pressure sensitive cellophane tapes and lithographic plates.

The indictment was handed down by a federal grand jury in Danville, Ill., and charged criminal violations of the Sherman Antitrust Act. The maximum fine under the nine-count indictment is $450,000. Nine other firms were listed as co-conspirators but not as defendants.

Officials of MM&M declined to comment on the indictment until they have studied the full text.

Minnesota Mining bought MBS in April 1960, paying over $1 million for the radio network. The company's 1960 sales reached almost $550 million.

The grand jury charged that MM&M compelled or attempted to compel competitors to accept restricted patent licensing agreements. These, the grand jury found, enabled Minnesota Mining to determine minimum prices.

According to the indictment, MM&M persuaded Armour Research Foundation, a non-profit corporation associated with the Illinois Institute of Technology, to eliminate existing rights of others to operate under MM&M patents on magnetic tape. The grand jury found, also, that Minnesota Mining induced Armour to deny technical information and knowledge on magnetic recording tapes to all but Minnesota Mining. Out of $40 million total magnetic tape sales in 1960, the indictment read, MM&M accounted for $25 million.

Two hearing examiners appointed by commission

Chester F. Naumowicz and Arthur A. Gladstone, both veterans of the FCC staff, have been appointed new hearing examiners, the commission announced last week. They will assume their new posts Jan. 8 and March 1, respectively, bringing the commission's complement of hearing examiners to 17.

Mr. Naumowicz, 36, has been an attorney in the Office of Opinions & Reviews for the past five years. Prior to that he practiced law in Silver Spring, Md., and was associate general counsel for the Washington Suburban Sanitary Commission. He holds an LL.B. degree from Maryland U.

Mr. Gladstone, 50, has been with the commission since 1941 and has worked in virtually all of its various divisions, including the general counsel's office, and for many years was chief of the Domestic Radio Facilities Div. of the Common Carrier Bureau. He left that post earlier this year to become legal assistant to Commissioner Robert E. Lee. Mr. Gladstone received an LL.B. from Columbia U. in 1934.

New FCC plan to give patents more scrutiny

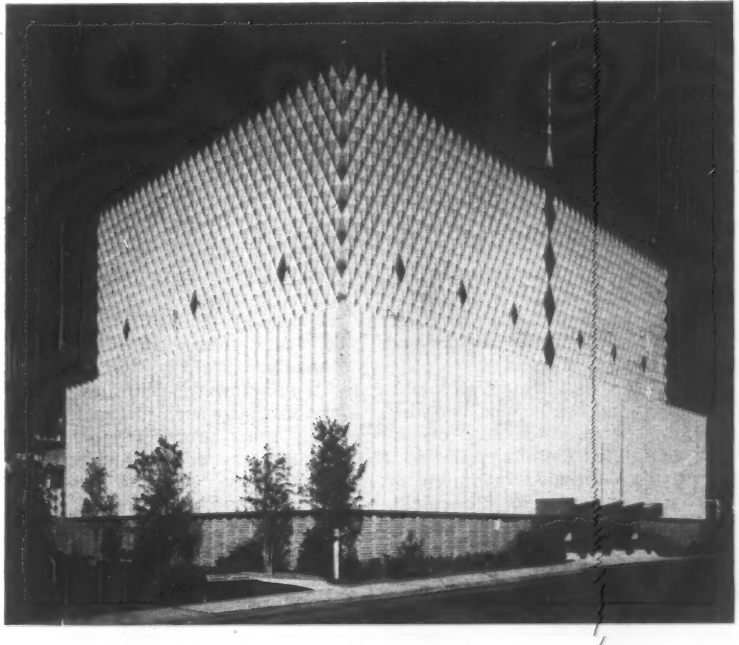
With a view to assuring that the ayailability of broadcast equipment meeting FCC performance standards will not be prejudiced by unreasonable royalty or licensing policies on the part of patent holders, the commission last week announced plans to revise its procedures concerning patents. The new plan, the commission said, involves mainly the enlargement of its patent staff in order better to keep abreast of current developments.

In addition to its present practice of obtaining specific patent information relevant to a particular proceeding, the FCC says its augmented staff will continuingly study new technical developments, compiling information of interest for commission files. In this manner, the commission said, it hopes to be able to give early consideration and take "appropriate action" when it appears that a patent structure may obstruct service to be provided under FCC technical standards.

Season's greetings

To all my friends in the Radio and Television Industry

Oral Roberts



ORAL ROBERTS
EVANGELISTIC ASSOCIATION, INC.

International Headquarters,
Tulsa 2, Oklahoma

The quality of mercy is strained

EXAMINER RECOMMENDS DENIAL OF WDKD RENEWAL APPLICATION

An FCC hearing examiner last week tossed into the lap of the commission the problem of how to deal with a broadcaster whose misdeeds do not seem to warrant the death penalty of license revocation but are too glaring for him to escape with a slap on the wrist.

In a painstaking and philosophic initial decision, Hearing Examiner Thomas H. Donahue rather reluctantly recommended that the FCC not renew the license of WDKD Kingstree, S. C.

A hearing was held last spring to determine whether WDKD's owner, E. G. Robinson Jr., was derelict in maintaining control and supervision of programming; whether he permitted disc jockey Charlie Walker to broadcast indecencies; and whether he made misrepresentations to the FCC (BROADCASTING, June 5). At the station's request, an issue was added to consider the overall programming of WDKD and whether it served the needs of the community.

Although finding the licensee guilty as charged on all counts in the 53-page document, Mr. Donahue emphasized his feeling that some leniency would not be amiss. He said that stripping Mr. Robinson of his license would be depriving him of his principal means of livelihood—probably a more severe sentence than a criminal court would impose. He said he believed "a chastened malefactor is sometimes a better bet to carry out responsibilities under law than one who has not been subjected to discipline for wrongdoing."

Mr. Donahue also suggested that the government is not without fault in having permitted the Walker broadcasts to go unchecked for some eight years. He said that had the FCC or the Dept. of Justice shown Messrs. Walker and Robinson the criminal statute on obscenity with a warning that "rustic jokes with hidden meaning might well come within the purview of that law," that the questionable broadcasts would have been discontinued promptly.

The examiner pointed out that the ultimate disposition of the WDKD license would be interpreted by the industry and the public "as one of a series of events signalizing abandonment of a *laissez-faire* policy of regulation" of programming and station operation. It would be regrettable, he said, if the significance of this pronouncement is "watered down by any conflicting interpretation to the effect that a small station is being harshly used merely as a whipping boy in a regulatory gesture."

Fine Suggested ▪ Mr. Donahue suggested that the best penalty for Mr. Robinson would be a fine of $1,000 for each day the hearing record shows Mr. Walker broadcast obscene matter. The fine would be coupled with a short-term renewal of license and statements from Mr. Robinson indicating that he has studied FCC programming policy and court decisions relevant to his offenses. However the law authorizing forfeitures to be imposed by the FCC sets a one-year statute of limitations, and the Walker programs are more than a year in the past.

"The examiner appears to have no alternative but to recommend grant or denial of the application at issue. In his opinion, it would be unconscionable to permit Robinson to come off here with only token punishment for the grievous deviation he has permitted his station to make from the public interest norm. It is also important that disposition here should stand as a warning to others that such licensee misconduct is not to be condoned," Mr. Donahue concluded.

The examiner met the question of the character of Charlie Walker's programs head-on. He said he would characterize them as obscene and indecent to the extent they run afoul of the statute in the U. S. Criminal Code. Mr. Donahue said this is the first case in which obscenity is an issue that has come before the FCC (although its predecessor agency, the Federal Radio Commission, dealt with one such case); his decision on what laws govern the definition of obscene broadcasting could have far-reaching effects if confirmed by the commission. He cited precedent to show the FCC is not forbidden to consider matters which could come under criminal or civil court jurisdiction.

In proposed findings WDKD said that the FCC should adopt the test for obscenity set forth by the Supreme Court in the Roth case: "Whether to the average person, applying contemporary community standards, the dominant theme of the material taken as a whole appeals to prurient interests." Mr. Donahue said he does not feel that test need be applied to broadcasting but that even under the Roth standards he holds the broadcasts by Walker were obscene.

Radio Is Different ▪ "The field of broadcast regulation is perhaps an area as ill adapted as any for employment of the Roth test. First, it must be remembered that, unlike the acquisition of books and pictures, broadcast material is available at the flick of a switch to young and old alike, to the sensitive and the indifferent, to the sophisticated and the credulous. Further, broadcast material is delivered on a route commonly owned by the public on a vehicle especially designed to serve them and is received on property owned by the consignee," Mr. Donahue stated.

As examples he suggested that although the courts had found James Joyce's *Ulysses* and D. H. Lawrence's *Lady Chatterley's Lover* not to be obscene and to be mailable, if dramatizations of these novels were to be telecast in depth with all the lurid details included, the FCC could seriously question the qualifications of the licensee over whose station they were presented. In fact, Mr. Donahue hypothesized, federal and state authorities in full pos-

We didn't really mean it, says FCC

The FCC last week retracted a verbal spanking it gave an attorney last spring by "expunging" language from a decision which admonished John J. Cole Jr.

Mr. Cole, with the Washington law firm of Smith & Pepper, had filed a petition for reconsideration on behalf of Aztec Community Tv Inc. against the continued operation of three vhf repeaters in Bloomfield, N.M. In the petition, Aztec said that the commission had failed to meet the problem of vhf boosters and was responsible for the "long and sad history surrounding the vhf booster situation."

In denying the petition, the FCC said that Aztec's filing contained "scandalous material" and that if the same attorney again files "pleadings containing such material in this or any other proceeding . . . specific measures will be considered to prevent any further repetition (BROADCASTING, April 3)."

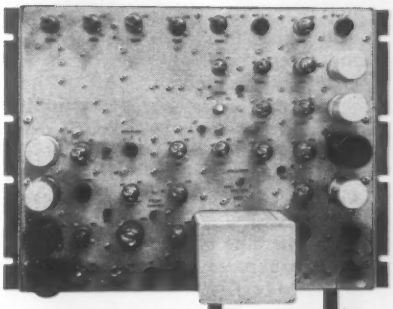
Last week's commission action deletes that portion of the decision admonishing Mr. Cole and leaves the rest of the order in effect.

New General Electric Vidicon Film Camera Channel

FEATURES

- High Density Focus Field
- Precision Yoke and Yoke Mount
- Precision Yoke — Lens Alignment
- First Transistorized Film Camera
- Self Positioning of Vidicon Tube
- Fast Acting Automatic Target Control
- Switchable for Positive or Negative Film
- Stabilized Circuitry and Simplified Operation
- Standard Camera Cable, No A. C. in Cable

PC-13-A
Vidicon Camera



TV-99-A
Channel Amplifier

TM-21-A
Master Monitor

OUT

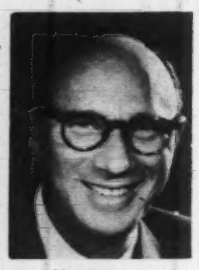
General Electric's new Vidicon Film Camera Channel, Type PE-21-A, is designed to receive and transmit monochrome inputs from any standard TV film, slide or opaque projector. Inputs may be projected directly into the PC-13-A Vidicon camera or through an optional optical multiplexer. Virtually all set-up controls are located in the control unit, allowing electrical adjustments to be made from the operating position.

For complete technical information, call your local G-E Broadcast Equipment Representative, or write Technical Products Operation, Section 48121, General Electric Company, Electronics Park, Syracuse, New York. In Canada: Canadian General Electric Company, Ltd., Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ont. Export: International General Electric Company, Inc., 159 Madison Avenue, New York 16, New York.

GENERAL ELECTRIC

A footnote on the tangled finances of Alexander Guterma

Some historical notes on the financial activities of Alexander L. Guterma, onetime owner of Mutual Broadcasting System, and how he bartered tv time and film products for television have been released by the Securities & Exchange Commission as a warning to corporations that they must report all significant transactions. Mr. Guterma, who presided over a labyrinthine corporate structure, was found derelict in failing to inform his stockholders of what he was up to. Mr. Guterma is presently in jail on several charges. The film company with which he bartered, Guild Films, is in bankruptcy.



Mr. Guterma

On May 1, 1956, a company controlled by Mr. Guterma bought controlling interest in Bon Ami, a cleanser manufacturer founded in 1915. To gain control, he paid double the market price for the stock, or $1,701,000. This amounted to less than 30% of the outstanding stock. The transaction was not reported to the SEC.

The same month Bon Ami purchased $1.25 million in debentures from Diversified Oil & Mining Co. Through a Canadian holding company, Bon Ami sold and various Guterma-owned companies bought the debentures, some of the purchase price being loaned to the Guterma companies by Bon Ami through its credit with the Canadian company. One Guterma company "in purported payment" for $750,000 worth of debentures paid the holding company a check which was endorsed over to Bon Ami but which was never paid, the SEC said. These complicated transactions were not reported to Bon Ami stockholders.

Who's on First? Another game of catch with Bon Ami as pitcher and Guterma companies on the receiving end took place in 1957 in connection with Bon Ami's desire to purchase tv spot time for advertising purposes.

Bon Ami negotiated with Matthew Fox, "who had available or had access to large quantities of spot time for sale at substantial discounts." (Mr. Fox had previously bought distribution rights for all RKO film products to be offered to tv and had bartered film products for tv time). In the negotiations Bon Ami lent Mr. Fox $115,000 in return for a note. As security for the loan, Guild Films, a company to which Mr. Fox agreed to make available tv time, agreed it would supply $350,000 worth of spot time if Mr. Fox defaulted on the note.

Mr. Fox did default and Bon Ami sold the note to a Guterma company. Mr. Guterma advised Guild Films he expected that company to make good on the tv spot time. Somehow during May the Guild Films "collateral" was increased from $350,000 worth of spot time to $500,000 worth without any payment by the Guterma company, the SEC said. In June Guild Films sold another Guterma company $750,000 worth of tv time for $200,000. On the same day the Guterma company assigned both of these batches of spot time to Bon Ami for a total of $830,000 or about 66% of the going rate. For the $1.25 million worth of spot time, Guterma companies paid a total of $317,000 and sold it within a month to Bon Ami for $830,000.

In the summer of 1957 Mr. Guterma sold his controlling interest in Bon Ami through another complicated series of deals, the details of which were not reported to stockholders. One Satiris G. Fassoulis bought controlling interest from Guterma companies for $2.13 million. Mr. Fassoulis bought the stock under the name of the Baltic Investment Corp. to conceal his identity as purchaser, the SEC charged.

Icthyan Means Fishy ▪ Much of Baltic's payment to Bon Ami consisted of transfer of a package of foreign films for television known as "The Icthyan Package." Although Bon Ami was not in a position to use the film package itself, the cost to the company was $1,115,000. The cost of the same package to Guterma companies had been approximately $193,000. "An additional consequence of the various transactions involved in the transfer of the Icthyan Package and the change of control of Bon Ami was that the Guterma instrumentality received, for no apparent consideration, the $750,000 principal amount of [DOM] debentures which had been owned by Bon Ami," the SEC reported.

After Mr. Fassoulis gained control of Bon Ami, the company entered into a contract with Guild Films, agreeing to purchase $6 million in spot tv time for 60% of the end card rate (maximum discounted rates for tv time allowable under a station's rate card). According to the SEC, Guild Films had been selling such time at only 26% of the end card rate just a few months before.

Bon Ami Cleared ▪ Of the $3.6 million Bon Ami was to pay Guild, Bon Ami was credited with $1.2 million for giving Guild the Icthyan Package. On Feb. 28, 1958, the contract was canceled after certain payments; Bon Ami paid a $60,000 penalty to Guild for canceling the contract. None of the details of this transaction were made known to Bon Ami stockholders until after the cancellation and even then the penalty provision was not revealed.

The SEC said it plans no action on the violations of its rules because Bon Ami is no longer listed on the New York Stock Exchange and because the "persons who constituted the management of the company during that period have not been associated with it since at least July 1958."

session of facts concerning the proposals to present such programs might well obtain injunctions to prevent their being shown notwithstanding the previous-restraint prohibitions against censorship and the freedom of speech provisions of the First Amendment. (He added that if some feel such programs to be outside the realm of possibility, they should read the Charlie Walker anecdotes which he liberally included in his findings. A sampler of Walkerisms was printed in BROADCASTING, June 12.)

"Brief injections of erotica, pornography or smut are enough seriously to prejudice, if not destroy, the general utility of radio and television," Mr. Donahue said, pointing out that children can get "an eye or earful of smut which their parents, quite legitimately, may desire they be shielded from. . . . A high degree of acceptability among literary cognoscenti as a test for obscenity seems woefully inadequate when used in connection with a medium the very nature of which is general public acceptability."

Mr. Donahue said that under the Roth test "there is clear evidence that

Is it dramatic?	Yes
Is it well cast?	Perfect
Is it commercial?	Of course
Is it intelligent?	Very
Is it American?	Like the flag
Is it public service?	The best
Is it educational?	Ideal
Is it an audience builder?	The biggest
Is it a family audience?	It's your government
Is it entertaining?	Tremendously
Is it award winning?	Good chance

United States Hearing Highlights

is a unique report on what the watchdogs of your government are doing to safeguard our freedoms and keep America the greatest nation in the world.

Television's greatest hours are best remembered for the McCarthy Hearings—the Labor Racket Hearings—the Crime Hearings—Kefauver Hearings. Important hearings such as these are going on constantly throughout the nation. "HEARING HIGHLIGHTS" will bring a weekly condensation of the most dramatic moments.

First "HEARING HIGHLIGHTS" will be the Federal Communications Commission's investigation and study of Radio & Television Network Broadcasting January 23, 1962.

Available for Television & Radio, January 28, 1962

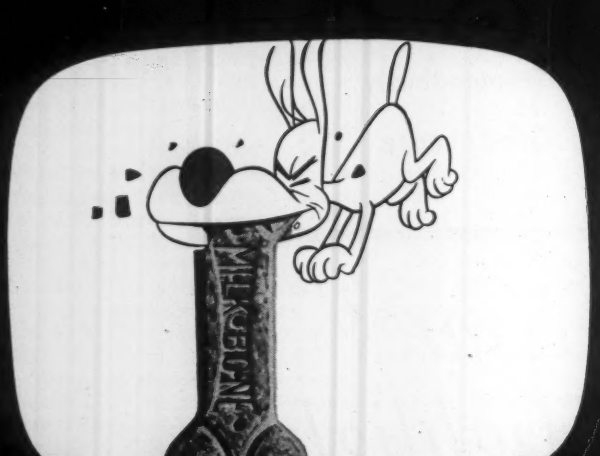
***For further information contact*—G. Bennett Larson or William L. Clark**

Washington D. C. Television & Radio Program Service, Inc.

JEFFERSON SUITE, 1200 16th STREET, N.W., WASHINGTON 6, D. C.
DIstrict 7-4707

It can't be . . .

But it is!



It really is!

Yes, it really is!

What a satisfaction . . .

a good biscuit is!

FILM does the unusual...

Really, it's pretty wonderful when you stop to think . . . *a commercial to reach a consumer who hasn't a cent to his name!*

"So *what!*", the experts said, drawing out the "what." "We'll sell people. Man (Woman, too) is Dog's best friend, has money, can buy.

"We'll use *animation* to show Dog's growing excitement . . . as he sniffs . . . as he downs a Milk-Bone Dog Biscuit in nothing flat. That will get Man . . . he'll shell out—but quick.

"Of course, animation means film. But that's fine because film will give us the kind of commercials we want, the way we want them—*and when.*"

And that's not all. Film gives you the optical effects you must have . . . assures you the convenience, coverage, and penetration that today's total marketing requires. All reasons why so many advertisers are using film.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

ADVERTISER:
National Biscuit Company
AGENCY:
Kenyon & Eckhardt Inc.
PRODUCER:
Robert Lawrence Animation, Inc.

the average man in Kingstree and its environs found the Walker material highly objectionable." As to the "dominant theme" requirement of the Roth test—"it becomes pretty apparent that (Walker's) principal appeal lay in his smut and that his smut signalized, characterized and was in fact the dominant note in his broadcasting."

Mr. Robinson's contention that he was unaware of the questionable nature of the Walker broadcasts was rejected completely by the examiner. Mr. Donahue said the hearing record shows myriad examples where Mr. Robinson's testimony conflicts with that of other witnesses. "In all such instances the examiner holds against Robinson." In fact the examiner said that evidence presented to rebut Mr. Robinson's testimony on the stand and in letters to the FCC serves to "impeach his credibility generally."

The examiner filed what he termed a "report card" on the operation of WDKD, rating the station on each of the fourteen programming categories for some of which the FCC requires percentiles on Sec. IV of license renewal and new station applications. Of the 14 categories, Mr. Donahue found the station had "failed" in 6 (educational programs, editorializing, service to minority groups, public affairs programs, opportunity for local self-expression and programs for children); that the station "passed" on 5 (with a high mark for religion) and has "conditions" in 3. "If the foregoing marks were to be evaluated for honors in making contribution to enlargement of the American mind, Robinson would surely fail," the examiner observed.

But he concluded that WDKD's record of past performance has met the needs of the community it serves little better or little worse than most am stations operating under similar conditions (with the exception of the obscenities of the Walker program).

"Typical Businessman" ■ Mr. Robinson was taken to task in the decision for "horrendous" overcommercialization. But the examiner judged that the station owner is not "a venal man of evil purpose" but rather "typical of a type of modern American businessman. With financial success as the goal, he is in a hurry to get on with the job and more interested in results than means or methods." During WDKD's composite week, the station carried 1,448 spot commercials; according to the examiner he reported carrying 1,077 spots during the composite week on his license renewal application. On Aug. 6 and 7, 1960 the station carried 448 and 475 spot announcements, respectively.

Mr. Donahue was not persuaded of the merits of WDKD's overall programming performance by the 17 witnesses who testified on behalf of the station as to its public service. "Those who have nothing to eat but rice like rice," he observed. However the examiner said the fact that Mr. Robinson had marshalled so much community support is not a fact to be brushed over lightly. He said in evaluating the public witnesses' testimony he felt compelled to weigh the local interest against the national considerations of the case as a test of FCC policy.

Broadcast Bureau recommendations that the examiner take into account alleged attempts by friends of Mr. Robinson to intimidate prospective witnesses were turned down by Mr. Donahue. He said the record does not support a finding that Mr. Robinson instigated or encouraged his friends to visit the witnesses or that the visits were more than an example of "friendship and misplaced zeal."

Mr. Donahue's initial decision is subject to review by the commissioners, who may affirm or reverse his recommendations.

'Roof-top' boosts

Some 100 standard broadcast radio stations are looking forward to authorization to boost power to 1 kw.

These are those local stations using "roof-top" antennas which, heretofore, have been limited to 500 w maximum power. The FCC last week issued a Notice of Proposed Rulemaking looking to amend Sec. 3.188(d) of its Rules to permit the power boost, provided the station has operated with less power and no cross-modulation problems for at least a year.

FCC moves to restrict pre-sunrise Class IIIs

Rulemaking which would restrict and eventually prohibit the pre-sunrise operation of Class III (regional) am stations has been proposed by the FCC.

The commission invited comments on an amendment to Sec. 3.87 of its rules to require all regional stations to inform the FCC prior to pre-sunrise operation with daytime facilities.

The FCC then would determine whether objectionable interference to existing stations would result from such pre-sunrise operation on the basis of existing standard broadcast technical regulations. The proposed rules also would establish a cut-off date beyond which Class III stations would be pro-

hibited from operating in pre-sunrise hours.

Sec. 3.87 now permits daytime stations to operate under certain conditions between 4 a.m. and local sunrise. The new rule would terminate that section as it applies to Class III stations.

Comments are due Feb. 8, 1962, and replies Feb. 19. The rulemaking was requested by Storer Broadcasting Co.

Rulemaking seeking a change in the sign-off time of daytime stations was requested of the commission by WHIL Medford, Mass., last week. The station asked that if sunset falls within a given quarter hour, the uniform sunset time for sign-off be designated as the last minute of that quarter hour.

At present, the required sign-off is adjusted to the nearest quarter hour, WHIL pointed out. For instance, if sunset comes at 6:07 p.m., the station is required to sign-off at 6 p.m. Under the WHIL proposal, the station could remain on the air until 6:15 p.m.

WSPA-TV denies making ex parte representation

WSPA-TV Spartanburg, S. C., told the FCC in proposed findings last week that there was nothing improper in conversations between the station's President Walter J. Brown and former FCC Chairman George C. McConnaughey (BROADCASTING, Nov. 6, 13). The station said therefore there is no basis for denial of its application for removal of transmitter site.

WAIM-TV Anderson, S. C., has protested the facility change though several FCC hearings and the courts. The case was reopened in November to determine if Mr. Brown had made or caused to be made *ex parte* representations. Mr. Brown confined his conversation with the former chairman to discussion of whether the FCC should appeal to the Supreme Court a reversal of its original decision by the Court of Appeals, WSPA-TV claimed, and he did not make a presentation on the merits of the original case.

WAIM-TV charged Mr. Brown made or instigated five separate *ex parte* approaches. "In light of the actions taken by the commission in other *ex parte* cases, it is difficult to see how any other conclusion can be reached except that (WSPA-TV) is absolutely disqualified by reason of its *ex parte* conduct."

WMOZ's Estes denies falsifying records

Edwin H. Estes, licensee of WMOZ Mobile, Ala., denied last week that he had falsified station logs or ordered any employe to do so. Mr. Estes, testifying in a Mobile hearing on the license renewal application of WMOZ, said he had never attempted to intimidate employes of the station and denied commisison charges that he did not adequately supervise operations (BROADCASTING, Dec. 11).

The hearing was completed last Tuesday (Dec. 12) and the record closed by Hearing Examiner Herbert Sharfman. Mr. Estes also is licensee of WPFA Pensacola, Fla., which is facing license revocation charges brought by the commission.

Mr. Estes said that he was "in no way connected with sending false logs to the FCC. I did not do it." He said that he directed Mrs. Erma Hurst, a former WMOZ employe, to submit a representative series of logs to the FCC. He charged that she sent false logs to the commission.

The WMOZ owner charged that some of the station's disc jockeys had been "disloyal" in their attitude. He charged that James Martin and Arthur Crawford (both of whom testified the previous week) had "bootlegged" spot announcements by accepting payment from clients without turning the money over to the station.

Mr. Estes said that station records on three accounts, which he had kept separate from others to handle personally, disappeared several months before the FCC investigation of WMOZ began. FCC attorneys John Reilly and Robert Peloquin put the folder in question in the hearing record the previous week.

The witness charged that a "conspiracy" existed among certain WMOZ employes who were responsible for the false information being submitted to the commission.

Mrs. Estes followed her husband to the stand and told about new policies of accounting and management that had been instituted at WMOZ under her superivsion in recent months to help comply with FCC requirements.

Also testifying last week were some 10 witnesses who vouched for the personal character and integrity of Mr. Estes. WMOZ programs for the Negro audience and other witnesses included Negro ministers and educators who maintained that WMOZ is a valuable asset to the colored community and performs a public service.

15 applications granted for fm in mild FCC thaw

While the vast majority of applicants for new fm stations must wait until the FCC has determined its overall policy on fm, 15 applicants, whose requested facilities were not in conflict with the commission's projected fm proposals, had their requests granted last week.

These were the first applications granted under the commission's new "interim procedure," adopted to expedite processing of unproblematical applications pending the FCC's final fm decisions (BROADCASTING, Dec. 11). Prior to these—save a September initial decision finalized a few weeks ago—none had been granted since Oct. 2.

The 15—13 commercial and 2 educational—are listed below with their frequencies, power and antenna height above average terrain:

Florence, Ala.: Radio Muscle Shoals Inc. (WOWL Florence), 107.3 mc, 7.6 kw, 320 ft.

Tucson, Ariz.: Prell Enterprises, 92.1 mc, 800 w, 15 ft.

New Britain, Conn.: Hartford County Broadcasting Corp. (WKNB New Britain), 100.5 mc, 200 kw, 130 ft.

Atlanta, Ga.: Atlanta Fm Broadcasters, 99.7 mc, 10 kw, 120 ft.

Pocotello, Idaho: Idaho State College, 88.7 mc, 9 w, 45 ft. (educational).

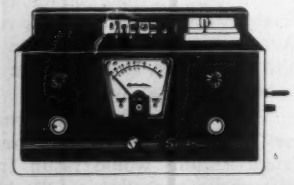
Watseka, Ill.: Iroquois County Broadcasting Co. (WGFA Watseka), 94.1 mc, 6.3 kw, 140 ft.

North Vernon, Ind.: Dorrell Ochs (WOCH North Vernon), 106.1 mc, 3.8 kw, 175 ft.

St. Louis Park, Minn.: Radio Suburbia Inc. (KRSI St. Louis Park), 104.1 mc, 15 kw, 230 ft.

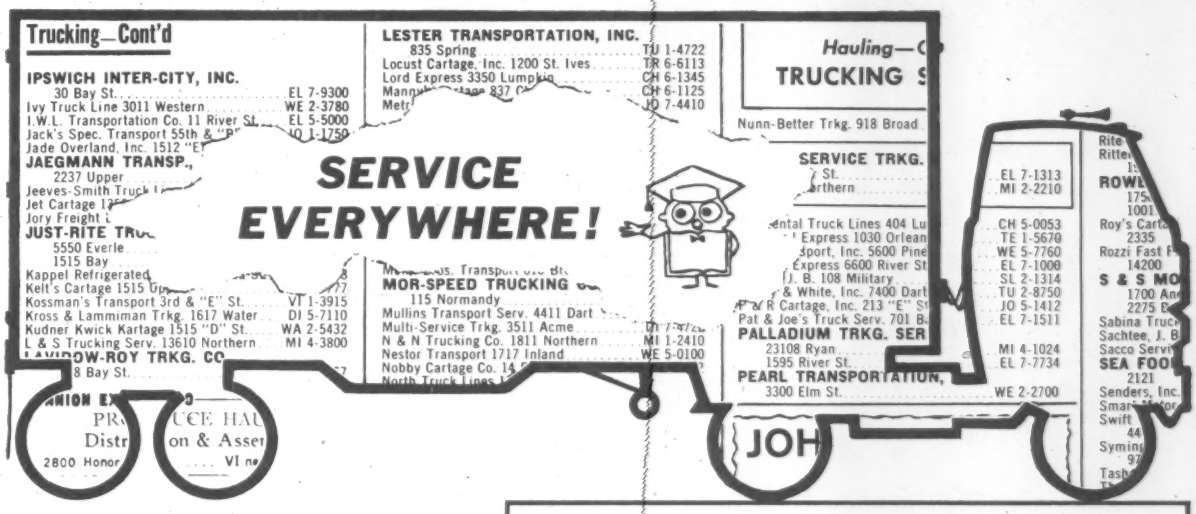
Atlantic City, N. J.: Eastern Broad-

PUSHBUTTON BROADCASTING



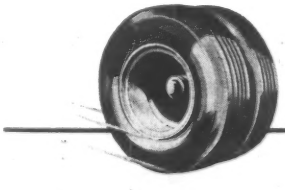
Spotmaster

BROADCAST ELECTRONICS, INC. 8800 BROOKVILLE RD., SILVER SPRING, MD.



THE BIGGEST LITTLE BUSINESS IN THE WORLD!

Along with some 75% of this nation's freight tonnage, individual initiative rides with the millions of trucks that serve America. A giant overall industry employing more people than any other industry save agriculture, motor transport is for the most part made up of thousands upon thousands of relatively small trucking firms, many of them owned and operated by the original founders, or their sons. Most of these started with one vehicle, driven by the founder, and their steady growth to fleet-size has testified to their successful performance of a vital service without which the U. S. could never have grown and developed as it has . . . Because there has always been good, healthful competition within the trucking industry, the shipper and the public have benefitted from accelerated improvements and far-reaching innovations . . . Truly it can be said that motor transport has grown out of the people to serve the people!

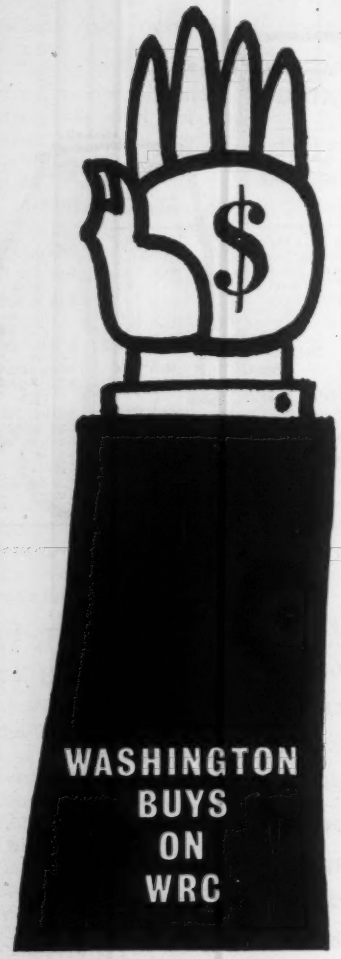


AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

ATA



WRC creates the kind of programming Washington adults listen to. WRC creates a commercial climate that means extra attention for your message. WRC creates a strong response to your product in the Washington market.

And what a market it is! Tenth in the United States. Greatly diversified. And Washington is the only metropolitan area in the nation in which all counties (5) rank in the "top ten" for Effective Buying Income per-household. What's more, two of those counties top the list!*

Win your full share of this market. Win Washington customers on WRC.

*Sales Management Survey of Buying Power May 10, 1961

WRC • 980 NBC
WASHINGTON
REPRESENTED BY NBC SPOT SALES

casting Co. (WFPG Atlantic City), 96.9 mc, 5.6 kw, 140 ft.

Greenville, Ohio: Kennedy Broadcasting Corp., 106.5 mc, 6.3 kw, 170 ft.

Harrisburg, Pa.: Market Square Presbyterian Church, 94.9 mc, 1.65 kw, antenna even with average terrain.

Mayaguez, P. R.: Jose Bechara Jr. (WKJB Mayaguez), 99.1 mc, 1.7 kw, minus 140 ft.

Burlington, Vt.: Vermont Broadcasting Corp. (WJOY Burlington), 98.9 mc, 3.2 kw, 310 ft.

Norfolk, Va.: Christian Broadcasting Network Inc., 104.5 mc, 12 kw, 70 ft.

Ellensburg, Wash.: Central Washington State College, 88.1 mc, 10 w, 101.75 ft. (educational).

Of the 15, 14 were acted on by the Broadcast Bureau and one (Eastern Broadcasting Co.) by the commission *en banc*.

NBC gets FCC approval for interleaved sound

NBC has been permitted to use "interleaved" sound on tv for a year on a special temporary basis, the FCC announced last week. The network was asked to report test observations at the end of six months, and its findings at the result of the year's performance.

The authorization is for tv network programs originating at any one of the NBC-owned stations (WNBC-TV New York, WRCV-TV Philadelphia, WNBQ [TV] Chicago, WRC-TV Washington and KRCA [TV] Los Angeles).

Interleaving is a method of including the audio portion of a tv program on the video channel, instead of over a separate circuit as is done normally. The audio is interlaced with the scanning lines of the video picture. This method of transmitting the voice of a tv program was originally suggested in 1945 when the FCC was considering original tv standards; it was dropped when most of the industry and the FCC agreed on separate transmissions for video and audio.

NBC plans to use the interleaved system as a backup to the regular audio channel on programs it distributes to its affiliates. The commission's authorization permits NBC to use the interleaved sound if the regular audio circuit fails.

Landon on radio-tv debates

Alf M. Landon, 1936 GOP presidential candidate, told the National Press Club in Washington, D. C., Dec. 8 he feels tv and radio political debates are helpful to voters. He implied they might be less advantageous for candidates, predicting the day is not far ahead when a candidate will have to include a wigmaker and a make-up man in his retinue as well as a speechwriter.

FCC finalizes move of idle tv channels

In finalizing two television channel allocation proceedings, the FCC last week moved to carve a little of the deadwood out of its table of assignments. Comments were invited on a third proceeding.

The unused ch. 34, Wilkes-Barre, Pa., was shifted to Binghamton, N. Y., and given to Alfred E. Anscombe, permittee of WJBA-TV, in lieu of his former authorization for ch. 56 in that city. Mr. Anscombe, who had petitioned for the change, is presently seeking in addition ch. 34 instead of ch. 66 for his WEPA-TV Erie, Pa.

At the same time, another unused channel, ch. 20, was deleted from Ithaca, N. Y.

In Minnesota, ch. 12 was shifted from Brainerd to Walker in response to a petition by Central Minnesota Television Co., licensee of KCMT(TV) Alexandria. The commission had received no applications for that channel in Brainerd.

Comments were invited on a proposal by the Board of Public Instruction of Dade County, Fla., permittee of educational WSEC-TV on ch. 17 Ft. Lauderdale, to shift that channel to Miami. BPIDC already operates WTHS-TV on ch. 2 in Miami. The commission said that if the proposal were adopted, "appropriate" action would be taken with respect to BPIDC's outstanding ch. 17 Ft. Lauderdale authorization.

WBOY-TV wants reins on catv originators

Rulemaking to prohibit catv systems from invading the area of smaller market stations and duplicating programs was requested of the FCC by WBOY-TV Clarksburg, W. Va. New twist: the FCC was asked to regulate a tv station feeding catv instead of the cable system itself.

The purpose of the proposed rule is to prevent large market tv stations from extending normal coverage areas by means of catv so they compete directly with smaller market stations at the point of catv transmission. WBOY-TV said the FCC has considered the question but has caviled at regulating catv on grounds it has no statutory authority.

WBOY-TV suggests the FCC can prevent a large station from allowing catv to pick up its signal if the signal would be carried to a market with similar programming. The FCC would not need congressional mandate to implement the WBOY-TV plan, the station said.

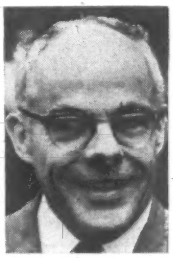
In the companion filing, WBOY-TV issued a complaint to the FCC against

Fortnightly Corp., catv system duplicating its programs. It charged Fortnightly has violated FCC rules and asked for a cease-and-desist order until the catv company makes charge schedules and practices a matter of record with the FCC and gets FCC authority for operation of its wire lines. WBOY said Fortnightly comes within FCC bailiwick because it engages in interstate communications by wire and radio.

The catv firm transmits programs of WSTV-TV Steubenville, Ohio, WTAE (TV), WIIC (TV) and KDKA-TV Pittsburgh and WTRF-TV Wheeling, W. Va.

Tubby urges news media to speed up information

Roger Tubby, assistant secretary of state for public affairs, has called on broadcasters, newspapers and all other informational media to step up their efforts to inform the public on the vital issues confronting the U.S. and its allies.



Mr. Tubby

This effort, he told the Foreign Policy Assn. of Pittsburgh, is necessary to combat the "oversimplifications" of world problems voiced by extremists of the Right and Left, and to provide sharper insight into the nature of world problems.

While his talk ranged over the obligations of all communications media, he said "television has a tremendous opportunity to bring into our homes far broader understanding of the world around us."

He said indications are that "more is being planned along this line." But he also suggested that television industry leaders have not been bold enough in their approach to public affairs programming.

"Tv leaders," he said, "talk in an inhibited way of low ratings for public service programs (even 10 million viewers is considered low), yet at the same time express concern over the loss of 'opinion makers' among their audience."

But it wasn't only television that could do better, he indicated. Many newspaper publishers, he said, "have resisted suggestions that news and background coverage be expanded."

FTC's second 'alert' out

The second issue of *Advertising Alert*, the publication of the Federal Trade Commission sent to radio-tv stations and other media, has been mailed. Dated Dec. 8, the booklet contains articles on Christmas toy and fallout shelter advertising, and on the FTC's current inquiry regarding claims of preference—all were announced and reported during the last month. The periodical also lists orders, consent orders, and complaints issued by the FTC during November.

Schoeppel 'satisfactory' after abdominal surgery

Sen. Andrew F. Schoeppel (R-Kan.), ranking minority member of the Senate Commerce Committee, was reported last week to be making satisfactory progress since re-entering Bethesda Naval Hospital.

The senator had undergone surgery for diverticulitis, an abdominal ailment. But he was discharged and had been recuperating at his Washington home before re-entering the hospital on Dec. 5.

In a statement on his condition, his office gave no reason for his return to the hospital. Earlier, however, an aide to the senator said he was to receive treatment for intra-abdominal neoplasm.

The statement issued by his office said if Sen. Schoeppel continues to gain, it is hoped he will be able to return to his Washington apartment in time for the holidays.

FCC checking WTID ownership

The FCC moved into a widening Maryland savings and loan investigation when it was disclosed that the principals of a bankrupt firm claimed they owned WTID Newport News, Va. The commission acknowledged last week that an investigation of the case is continuing.

WTID is owned by Max Resnick, 52.6%, and Morton Lifshutz, 47.4%, according to FCC records. They bought the 1 kw daytimer (on 1270 kc) in December 1960 for $130,000. It previously was owned by Richard Eaton.

The relationship between the radio station and Mutual Security Savings & Loan Assn., the bankrupt firm being investigated by state officials, was through Equity Investment Corp. Equity is the parent company of the savings and loan company. However, Equity has tried to abrogate its contract with Mutual, according to an FCC official. Equity president, Robert Harold Symonds, claimed Equity owns WTID in a company statement issued last August.

Mr. Lifshutz was an officer of both Equity and Mutual. Mr. Resnick has no connection with either firm.

Mr. Resnick is the former 50% owner of WABW Annapolis, Md., where he was also president and general manager. At one time he and Mr. Symonds en-

Congressmen, homemakers, commuters — busy adults in Washington rely on WRC to keep them informed. These important people tune to WRC for fast, complete, accurate news coverage.

6 to 7 PM is an especially popular listening time. In this one hour, Bryson Rash, Frank Forrester, Jim Simpson and Mac McGarry, experts in their fields of weather, news, sports and business affairs, bring their listeners up to the minute on the day's happenings. Washington has learned to rely on WRC's quality reporting.

Washington also relies on WRC for lively music, information and entertainment all day long. Advertisers, too, can rely on WRC to reach this important adult audience.

WRC • 980 NBC
WASHINGTON
REPRESENTED BY NBC SPOT SALES

tered a partnership attempting to buy KFOX-AM-FM Long Beach, Calif. Before entering broadcast station ownership, Mr. Resnick produced a weekly program on WARL Arlington, Va. (Washington area), and on WTTG (TV) Washington.

$5,000 fine set for KDAY 'teasers'

KDAY Santa Monica, Calif., is facing a $5,000 government fine for allegedly carrying "teaser" spot announcements in violation of FCC rules. The commission notified the station last week of its apparent liability for the forfeiture.

This is the fourth such monetary sanction announced by the FCC but it is the first for a programming violation. The other three were against: KWDB Minneapolis (which was fined $2,500), KOMA Oklahoma City (facing a $10,000 fine) and WCUY (FM) (cited for $8,000) (BROADCASTING, Dec. 11).

According to the commission, KDAY entered into a contract last May with Poly-Sonics Inc., New York, to broadcast 200 three-second spots for $630. The spots stated simply "Remember June 25." The commission said that, between May 8-31, KDAY aired 171 such spots identifying neither sponsor nor product, thus violating Sec. 317 of the Communications Act and Sec. 3.119 of the FCC rules.

Therefore, the commission said, it is apparent that KDAY is subject to a fine for "willfully or repeatedly" failing to comply with its requirements as a licensee. KDAY's statement that the violation through the teaser campaign was "unintentional" is not a valid excuse.

No Excuse ▪ An "ignorance of the law" plea is particularly invalid, the FCC told KDAY, especially in view of the commission's March 1960 public notice on sponsor identification which was mailed to all licensees and specifically referred to the prohibition against teaser announcements. In addition, the commission pointed out, the same order referred to a 1959 denial of a petition for rulemaking to permit stations to make announcements without identifying the sponsor.

Alan Freed, KDAY disc jockey at the time the "Remember June 25" spots were aired, is associated with Poly-Sonics and the teasers were designed to promote a Freed record hop in the Hollywood Bowl. The spots were aired on Mr. Freed's program which, it was reported, violated a contract KDAY had with World Wide Attractions prohibiting promotion of record hops on the Freed show except those of World Wide.

World Wide also had a record hop scheduled the night of June 25 and when the subject of the "Remember June 25" spots was disclosed by Mr. Freed, the station refused to air spots identifying the Freed hop, it is understood. Instead, it was reported, KDAY tied in the June 25 promotion with the World Wide record hop. As a result, Mr. Freed allegedly resigned while on the air.

(Mr. Freed formerly was with WINS New York, as was Mel Leeds, KDAY general manager. Both were involved in an FCC payola investigation of WINS.)

The commission also said that KDAY management also would be subject to a fine for failure to exercise "reasonable diligence in obtaining necessary information from your employes in accordance with Sec. 317 (c) of the act."

KDAY was given 30 days to file a statement with the FCC if the station feels it should not be held liable for the $5,000 fine. If no such appeal is filed, the FCC said it will order the fine paid. The station also may ask for a reduction of the amount of forfeiture.

Commissioner John S. Cross voted for a fine of only $1,000 in the KDAY case.

Ch. 13 applicant asks hurry-up procedure

Grand Broadcasting Co., an applicant for newly assigned ch. 13 Grand Rapids, Mich., last week again waived its right to oral hearing, asked the FCC to consider its application as submitted (with voluminous exhibits) and urged that all other parties file similar waivers and completely documented applications to obviate the need for a drawn-out hearing.

If the other five applicants for ch. 13 were to emulate Grand's procedure a final grant of the channel could be made by the FCC in six months, the company claimed. In the past comparative hearings for tv channels sometimes took as long as four years before final determination, Grand pointed out. The applicant said such torturous procedure was excusable 10 years ago when broadcasters and the FCC were learning and developing "ground rules" for hearings. But now that points of decisional significance are well established, applicants should be willing to stand or fall on the strength of their proposals, Grand suggested. The applicant recommended that special issues or substantial points of fact be heard in brief supplementary hearings.

Grand refused to consider participating in arrangements for interim operation as suggested by two other Grand Rapids applicants (BROADCASTING, Dec. 11). It said it would take as long to negotiate an interim operation as it would to make a final grant under the Grand proposal, the company contended. Grand said interim operation is unnecessary in its opinion but it will participate if all applicants adopt the Grand plan of submitting exhibts and waivers if it then appears a lengthy delay would be necessary for some reason.

UAW asks hearing on WLW renewal

Charging that WLW Cincinnati refuses to sell time for the liberal and labor points of view, while giving the business-conservative viewpoint, the United Auto Workers (AFL-CIO) has asked the FCC to set a hearing on the station's license renewal application.

The dispute between UAW and WLW arose last fall when the station refused to renew a contract for the daily program, *Eye Opener*, sponsored by the union (BROADCASTING, Sept. 25). In its formal petition for a hearing, UAW charged that the Crosley Broadcasting Co. station (1) "knowingly made and continues to make false representations" to the commission; (2) refuses any expression over WLW of the liberal and labor point of view, and (3) that its programming policy is not consistent with the public interest.

WLW carried *Eye Opener*, which has been sponsored by the union on various stations since 1953, for one year. Crosley is owned by Avco Corp. and the union charged that "in line with the direct economic interests of its Avco ownership, the station regularly presents the business and conservative point of view and . . . does not present any time for the expression of the liberal-labor position with which Avco, as a manufacturing enterprise, is in continuing opposition."

The union complaint also charged that WLW refused to sell time to the AFL-CIO for a series of five-minute programs on Ohio's unemployment and workmen's compensation laws. The automobile workers said WLW's "tortuous and shifting rationalizations do not obscure WLW's palpable censorship of the liberal-labor point of view from its programs."

In its reply to the original UAW complaint, WLW said that *Eye Opener* was not a controversial program and that it was canceled because the station had a better program planned (BROADCASTING, Oct. 16). WLW said it offered the union time between 12:30-5:30 a.m. for *Eye Opener*. UAW said last week the offer was "patently made in bad faith" at a time period when the desired listeners are asleep.

WLW's license expired last Oct. 1. Its renewal application currently is pending at the commission.

SDX awards stations for news, editorials

Four Pittsburgh area broadcasting stations have been honored by that city's chapter of Sigma Delta Chi, professional journalistic society, by the award of Golden Quill prizes for distinguished journalism.

KDKA-TV and KDKA Pittsburgh won three of the awards between them. General Managers Jerome R. Reeves (tv), and L. R. Rawlins (am), won top prizes for the best broadcast editorials for the second consecutive year. The awards for best television photography went to Bill Nogach of KDKA-TV for his coverage of a city fire.

Of the winning editorials, cited at the awards banquet sponsored jointly by SDX and the Pittsburgh Press Club, the tv one dealt with the Federal Aviation Agency's plan to move the air traffic control center from Pittsburgh to Oberlin, Ohio. Entitled "Air Control Controversy," the half-hour editorial documentary presented the pros and cons of the plan.

The radio prize-winner dealt with Pennsylvania's mining law, and effectively urged stronger legislation in a series of four editorials and two equal-time replies. The prize-winning editorials were written by Edwin Beachler of KDKA-AM-TV.

WJAS Pittsburgh won two Golden Quill awards in the fields of radio spot news reporting and radio documentary. The NBC owned and operated station won the news prize for an on-the-spot report of the chase and eventual capture of a bank robber; and *Neighborhood in Panic*, a series exploring the problems arising when colored families try to move into previously all-white areas, won the documentary prize.

WIIC (TV) Pittsburgh won top prize in the television category for producing the best "public service feature."

'What 'cha doin', Paleface?' Whop!

A tie-in between broadcast and print media was effected by WWIL Fort Lauderdale, Fla., when that station began a promotion based on a series of daily cartoons running in two local newspapers. The station paid regular rates for the advertising space it took, and at least ten times during the day, spotted its audience's attention to the radio sections of the papers where the cartoons ran.

A different cartoon appeared each day, always with the questioning caption, "What'cha doin', ..." (a different name was used with each cartoon). The answer the cartoon figures gave was: "I'm listening to WWIL—10,000 watts of power—WOW!"

Each day the cartoons ran, the station picked at random from the phone book persons whose first name was the same as that running in the caption. Persons called were asked the question as it had appeared in the cartoon caption that day, and if they answered as the caption did, they received a cash award and a letter giving them the derivation of their name.

Drumbeats...

Medical award ▪ WGBS Miami has been awarded the South Florida service award of the National Cystic Fibrosis Research Foundation. The annual award was presented to the station for its efforts to help children afflicted with the disease.

Effort made ▪ WSAV-TV Savannah, Ga., is producing a monthly public affairs panel discussion series devoted to the common needs of that city. Entitled *Effort*, the series is produced in cooperation with the Savannah Junior League and shown during prime evening time. The first installment of the series, telecast Dec. 6, dealt with Savannah's need for a new civic auditorium.

More set sales ▪ The 20-day all-media "operation snowball," a promotion staged in Kansas City this fall to sell second television sets to consumers resulted in a 21% increase in set sales at retail, measured against a comparable

THE COMMUNITY DEPENDS ON WOC FOR LEADERSHIP

Joe Eckstein and the Scouting Exposition

"The Buffalo Bill Council wishes to express its appreciation to the executive and program staff of WOC for their wonderful support of the Scouting Program in this area.

The sincere interest of WOC has contributed much to the goal of 'more boys in Scouting, and more scouting in boys'."

Joe Eckstein
Scout Executive
Buffalo Bill Council

WOC AM FM RADIO

D. D. Palmer, President
Raymond E. Guth, General Manager
Donald L. Green, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

Good Living Go-Togethers: Schlitz and KMGM

KMGM Albuquerque, N. M., has won top honors in the 1961 "Good Living Go-Togethers" radio merchandising contest sponsored by the Schlitz Brewing Co., Milwaukee. The Albuquerque station won out over a field of 63 competing stations throughout the U. S.

In bestowing the first prize awards —a plaque and a 1962 sports wagon —Paul Pohle, director of western sales for Jos. Schlitz Co. (r), praised KMGM's merchandising for its effectiveness, continuity and imagination. V. B. Siman, manager of KMGM, accepted the award.

period last year, according to a co-sponsor of the event, Corning Glass Works. Radio-tv were among advertising media used. Other sponsors included seven set manufacturers, Kansas City Light & Power Co., Electrical Assn. of Kansas City and the local chapter of National Appliance & Radio Tv Dealers.

Cops and helpers ▪ WPTR Albany came to the rescue of the Police Benevolent Assn. of neighboring Rotterdam, N. Y., by producing a live stage show followed by a dance to fill the association's empty treasury. The money contributed to the PBA by the some 3,700 persons who crowded into Rotterdam for the event will be devoted to the scholarship fund the association maintains to help deserving boys.

Tongue-twisters tumble through WJBK studios

Tongue-twisting has begun to rival the dance sensation in popularity in Detroit. Listeners of WJBK, that city, for the past three months have been sending in a steady stream of syllabaries to Robert E. Lee, one of the station's air personalities, who is the center of the phrase furore.

According to the "Stop Lee" contest rules, he is required to read the phrases he receives, and if he makes a mistake, the person who submitted the tongue-twister receives 15 dimes. The number of dimes is symbolic of the station's dial position at 1500 kc. If Mr. Lee masters the phrase, however, the entrant receives an autographed tongue-depressor as consolation prize.

Mr. Lee to date has borne up well under the strain, even managing to handle the twisters a YMCA adult education class in effective speaking sent him. But increased mail at WJBK indicates that Detroiters are out to win in the end.

11 X 15 better than 35-22-35

A campaign broadcast over WHK Cleveland to sell window draperies has grown into a major promotion for the Mr. D Discount Custom Draperies chain. Created by Norman Wain Assoc., Cleveland, the spot announcements for the stores were read by a throaty female voice which said: "I'm taking my measurements to Mr. D . . . uhh . . . my window measurements." In immediate reaction to the spots, dozens of customers brought in their own measurements to the drapery stores, as well as notes on their windows' length and depth.

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Matthews

Mr. Cavett

John E. Matthews, vp, associate copy director and manager of copy department, Leo Burnett Adv., Chicago, named to new post of vp in charge of copy. Administrative work he formerly handled has been assigned to **Charles D. Cavett,** copy supervisor, who becomes business manager of copy department. Mr. Matthews joined Burnett in 1951. He previously served with Young & Rubicam, that city. Mr. Cavett joined Burnett in 1952. **Phelps Johnston,** former vp, Don Kemper Inc. and Campbell-Mithun, both Chicago, joins Burnett copy department as creative coordinator.

A. M. Sanderson, president, Whitehall Laboratories Ltd., Toronto, elected president of Whitehall Laboratories Div., American Home Products Corp., New York. He continues as president of Canadian subsidiary. **W. H. Allen,** vp for marketing, Whitehall Laboratories Ltd., named executive vp and general manager of Canadian operation.

Charleton Jeffery, account executive, Dancer-Fitzgerald-Sample, New York, appointed vp of agency.

Mr. Rusher

Wallace L. Rusher named coordinator of advertising and promotion at New York headquarters of Esso Standard Region, Humble Oil & Refining Co., succeeding **William N. Farlie,** who becomes manager of Esso's pr department. Mr. Rusher joined Esso Standard Oil Co. in 1947. He served as manager of company's radio-tv advertising department until March 1958, when he became supervisor of production and scheduling for major Esso campaigns in all media. Earlier, Mr. Rusher was on promotion

staff of Macfadden Publications and as production manager of *Newsweek*.

Mr. Cohn

Lowell Cohn, creative supervisor, Cunningham & Walsh, New York, elected vp of agency. Mr. Cohn has been in creative services division of C&W for five years. He presently is creative supervisor on American Home Products and Watchmakers of Switzerland accounts. Earlier, Mr. Cohn was with Erwin Wasey Inc., that city.

Howard L. Englander, account executive, Reach, McClinton & Co., New York, joins Lennen & Newell, that city, as account executive on Colgate-Palmolive account.

Derrik Van Nimwegen, formerly with Procter & Gamble, joins Sullivan, Stauffer, Colwell & Bayles, New York, as account executive.

Ted Neale Jr., director of Western States Advertising Agencies Assn., named secretary-treasurer, succeeding **Ralf Spangler,** deceased.

G. A. Honald, managing director of marketing services for Sales-Crafters, and former advertising manager of Carnation's Pet Food Div., joins Foote, Cone & Belding, Los Angeles, as account executive on Purex drug products account group.

Donald M. Ross, head of his own sports company, Donald M. Ross Enterprises, joins McCann-Erickson, Los Angeles, as vice-chairman of plans board.

Mr. Feniger

Jerome R. Feniger Jr., vp in charge of radio-tv, Cunningham & Walsh, New York, joins executive sales staff of *Look* magazine as special assistant to advertising director. Mr. Feniger had been with C&W for past seven years. Earlier, he served for three years with CBS's sales division.

Harley A. Tarvin, former publications director for British-American Oil Producing Co., joins Jack Wyatt Co., Dallas advertising and pr firm, as account executive.

James F. Black and **William A. MacDonough,** vps, Kudner Agency, New York, elected senior vps. Mr. Black joined Kudner in 1957 as account executive and became vp in 1958. Mr. MacDonough joined Kudner in 1956 and became vp in 1958. Both are members of board of directors and executive committee.

Fm radio committee

Ben Strouse, president WWDC-FM Washington, named chairman of NAB's 1961-62 fm radio committee. Other committee appointments: **Everett L. Dillard,** owner and general manager, WASH (FM) Washington; **N. L. Bentson,** president, WLOL-FM Minneapolis; **Merrill Lindsay,** executive vp, WSOY-FM Decatur; **Fred Rabell,** managing director, KITT (FM) San Diego; **Henry W. Slavick,** general manager, WMC-FM Memphis and **Harold I. Tanner,** president and general manager, WLDM (FM) Detroit.

William A. Okeson, formerly with Clinton E. Frank Adv., Chicago, joins Wade Adv., that city, as copywriter.

THE MEDIA

Mr. Lang

Robert A. Lang, vp, CBS News, joins ABC as associate to vp, ABC News. Mr. Lang joined Radio Free Europe in 1949 as its first employe and was RFE general supervisor until 1955. He then joined CBS News as sales director and in 1959 was elected vp for administration of news operation. Earlier, Mr. Lang served as advertising manager of Post Cereals Div. of General Foods.

W. S. Hancock named vp and general manager, WCCF Punta Gorda, Fla., succeeding **Roy Hickox,** resigned. **Millie Donute** joins WCCF as women's director and continuity director. **Percy Dilworth** named station's musical director. **Ira Glick** to WCCF's announcing staff. **Rob Payne** and **Don Thieme** resign to join WKKO Cocoa, Fla., and U. S. Armed Forces, respectively.

J. C. Willis, KVOM Morrilton, elected president of Arkansas Broadcasters Assn., succeeding **Julian Haas,** KAGH Crossett, who becomes vp. **W. H. Mayo,** KBRI Brinkley, named secretary-treasurer and executive secretary.

Mr. Wright

Dickens J. Wright has resigned as president and director of WPAT Inc. and as vp of Capital Cities Broadcasting Corp., owner of station, but will continue as consultant to Capital Cities. Mr. Wright and associates sold WPAT to Capital Cities last May for $5 million (BROADCASTING, May 22). **Daniel P. Weinig,** assistant to Mr. Wright for past three months, has been named to succeed him at WPAT. Mr. Weinig previously was general manager of WPRO Providence, also owned by Capital Cities.

Nicholas A. Bell, program director, WREB Holyoke, Mass., named station manager. He will continue as program director.

Les Martin Jr., general manager, WNED-TV Buffalo, elected to board of trustees of Eastern Educational Network for one-year term.

Norman P. Bagwell, vp and general manager, WKY-TV Oklahoma City, re-elected president of Oklahoma Television Assn.

Peter Mead, formerly with C. R. Casson Ltd., advertising agency, London, England, joins research and promotion department of The Katz Agency, New York.

Lon Boutin, account executive, KDAY Santa Monica, Calif., promoted to sales manager. Mr. Boutin previously was vp for sales, Ad Staff, Los Angeles commercial production firm.

George H. Williams, national sales manager, WWJ Detroit, to KDKA Pittsburgh as assistant sales manager.

Vince Clayton, chief engineer, KSL-AM-FM-TV Salt Lake City (licensed to

More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. ELDORADO 5-0405

Radio Service Corp. of Utah), promoted to director of engineering. Other promotions: **Maurice J. Jones,** radio transmitter supervisor, to chief radio engineer; **S. Leslie Price,** tv transmitter supervisor, named chief tv transmission engineer; **Rollow C. Kimball,** tv remote and maintenance engineer, to chief tv maintenance engineer, and **John M. Powell,** tv operations supervisor, to chief tv operations engineer.

Frank Boscia, account executive, WTVJ (TV) Miami, appointed local sales manager.

Joel Graham, *Mademoiselle* magazine, joins ABC-TV New York as presentation writer in sales development department.

Millie Bersell named assistant sales coordinator of KRCA (TV) Los Angeles.

Charles A. White and **William C. Ganey** join local-regional sales staff, KXOK St. Louis.

Robert C. Schumann, personnel manager, Newspaper Agency Corp., Charleston, W. Va., joins WCHS, that city, as salesman.

Bill Miller joins sales department and announcing staff of KPRB Redmond, Ore.

Eddie Clarke, air personality, KMBC Kansas City, promoted to program manager, WHK Cleveland, both Metropolitan Broadcasting stations. **Johne Pearson** succeeds Mr. Clarke as air personality. **Dick Smith,** KMBC's community relations director, promoted to director of operations.

Dale A. Owens named assistant manager in charge of programming and production of KIMM Rapid City, S.D.

Richard Waffle, air personality, WINS New York, appointed program director, WVIP Mt. Kisco, N. Y.

John McClane joins NBC special projects and *Project 20* units as program coordinator. Formerly, Mr. McClane was assistant trade editor, NBC press.

Sanford L. Gibbons, formerly with sales department, KOOL Phoenix, joins program department, KPHO, that city.

Ed Wade, art director and senior producer-director, WBTW (TV) Florence, S. C., to WBTV (TV) Charlotte, N. C., as producer-director.

Mel M. Slott joins WBNS-TV Columbus as director.

Deane Johnson, program director, KWMT Fort Dodge, Iowa, joins KOMA Oklahoma City as production director. He will also assume duties of public service director.

Robert N. Brumfield, news assignment editor, WKRC-TV Cincinnati, named news director, WKRC-AM-FM-TV, succeeding **Nick Basso,** who transfers to WTVN (TV) Columbus as news director. Both are Taft Broadcasting stations. Earlier, Mr. Brumfield served as news reporter for WSAZ-AM-TV Huntington, W. Va.

David E. Schoumacher named news director, KTIV (TV) Sioux City, Iowa, succeeding **Ken Wayman,** who resigns to accept position with stock brokerage firm.

Dick Compton, news editor, KVTV (TV) Sioux City, Iowa, promoted to news director.

Marvin L. Shapiro, formerly with Harrington, Righter & Parsons, New York station rep firm, and earlier as account executive with New York and Chicago offices of CBS-TV Spot Sales, appointed eastern sales manager for TvAR.

R. K. (Skin) Wood, general manager, WOHP Bellefontaine, joins sales executive staff, WCOL Columbus, both Ohio.

E. William Patterson, account executive, KIOA Des Moines, appointed sales manager.

Harold Fishman, professor of political science at Los Angeles State College, and for past several months interpretative commentator at KCOP (TV), that city, signed to exclusive two-year contract to continue at KCOP, in similar capacity.

Lester Zimmerman joins press information department at CBS Radio, New York, succeeding **Peter Fischer,** who moves to public-affairs unit of CBS-TV press information department.

Keith Allen, formerly with pr department, Boeing Airplane Co., Seattle, joins ABC-TV press information staff in Hollywood as unit publicist.

Frank Starr, air personality, WJBF (TV) Augusta, joins WXEX-TV Richmond-Petersburg, in similar capacity, succeeding **Jim Canyon,** who moves to WBAL-TV Baltimore.

Joe Mosbrook joins WDEL-AM-FM Wilmington as air personality.

NPC's new officers

George Cullen, editor, Bureau of National Affairs publications, elected president of National Press Club, Washington, succeeding **John P. Cosgrove,** Broadcasting Publications. Other new officers: **Bryson B. Rash,** NBC News, vp; **Robert E. Lee,** Ridder publications, secretary; **Windsor P. Booth,** *National Geographic* magazine, treasurer, and **L. David LeRoy,** *U. S. News & World Report,* financial secretary. Elected to three-year terms on board of governors: **Kermit McFarland,** Scripps - Howard Newspapers; **Clark R. Mollenhoff,** Cowles Publications, and **Lewis W. Shollenberger,** ABC News. **Warren Duffee,** UPI, and **Michael Hudoba,** *Sports Afield,* were elected to one-year terms on board.

Mr Cullen

Spry MPB president

Gene Spry, KPHO Phoenix, elected president of Metropolitan Phoenix Broadcasters. Other officers elected: **Sheldon Engel,** KXIV Phoenix, vp, and **Homer Lane,** KOOL-AM-FM-TV Phoenix, secretary-treasurer. Elected to board of directors: **George Lasley,** KRUX Glendale: **Ray Smucker,** KTAR-TV Phoenix-Mesa; **John Hogg,** KOY Phoenix, and **Bill LaDow,** KTVK (TV) Phoenix.

WPEN HAS THE STAR PERSONALITIES

★ MATURE, ESTABLISHED PERSONALITIES ★ AWARD WINNING NEWS ★ EXCLUSIVE HELICOPTER TRAFFIC REPORTS ★ FIGHTING EDITORIALS ★ ADULT MUSIC ★

WPEN
PHILADELPHIA
THE STATION OF THE STARS
CALL GILL-PERNA, INC.

All were 'high' at this birthday party

A birthday party at 43,000 feet over Albuquerque, N. M., or wherever it be, sounds unique, but it happened to **R. A. Jolley,** president, WMRC Inc. (licensee of WFBC-AM-FM-TV Greenville, S.C.; WBIR-AM-FM-TV Knoxville, and WWNC Asheville, N. C.).

Enroute to the NBC Affiliates meeting in Los Angeles, Mr. Jolley (l) enjoys a glass of champagne and birthday cake aboard the Delta Airlines' DC-8 along with his friends and associates: (from left to right) Mr. Jolley; **J. B. Fuqua,** president, WJBF (TV) Augusta; **Marcus Bartlett,** general manager, WSB-TV Atlanta; **Frank Gaither,** general manager, WSB Atlanta, and **Wilson Wearn,** executive vice president, WMRC Inc.

Edna Seaman, promotion manager, WFBC-TV arranged the surprise birthday party.

Bill Calder, formerly with WEBR Buffalo, N. Y., joins WINZ Miami, as air personality.

Guy Travers, chief announcer, WFMM-FM Baltimore, joins WJBR-FM Wilmington, Del., as air personality.

Ted Pettit, director of pr for The Roaring '20's, Hollywood night club, joins information services staff, KNX Los Angeles, as pr and publicity director.

Helen Miller, women's editor, KFIF Tucson, resigns to handle publicity for lecture tour of Sir Edmund Hillary, conqueror of Mt. Everest.

William D. Piper, director, KOGO-TV San Diego, has been put in charge of station's on-the-air promotion, producing and writing all KOGO-TV promos.

Grayce Papps, formerly with sales promotion and tv production departments, WNAC-AM-TV Boston, joins WMTW-TV Poland Spring, Me., as promotion director, succeeding **Richard Gove** who joins U. S. Army.

Buzz Lawrence named promotion manager, KING Seattle.

David R. Klemm appointed promotion director, WIL St. Louis, succeeding **Ruth N. Just** who becomes director of publicity and public affairs.

Terry Hourigan, formerly with WFBG Altoona, Pa., joins WEBR Buffalo, N. Y., as air personality.

Tom Abernethy, program director, WSTV-TV Steubenville, Ohio-Wheeling, W. Va., elected president of United Cerebral Palsy of Steubenville, and Weirton, W. Va.

PROGRAMMING

David L. Wolper, president and executive producer, Wolper Productions Inc., Hollywood, elected associate member of American Rocket Society in recognition of his achievements in promoting U. S. aerospace program. He has produced two documentary tv films, "The Race For Space" and "Project: Man in Space."

Ed Seeman, animation director, Elektra Film Productions Inc., New York, joins Gryphon Productions Inc., that city, as partner.

Harry Novick, United Artists Assoc., joins Jayark Films Corp., New York, as booking and operations manager.

John Hubbard named dialogue director on *Lone Sierra,* new Warner Bros. tv series. Montgomery Pittman is directing series' first segment, "Omen of the Squirrel's Tail."

Armand Acosta, graphic designer, joins Modern Film Effects, Los Angeles, as director of title and creative design projects.

James Rusk joins creative staff of Phil Davis Musical Enterprises Inc., New York.

Bob Hope appointed master of ceremonies for 34th annual *Oscar* show, April 9, for third consecutive year.

Peter Del Negro, production coordinator, Paramount Pictures, Hollywood, joins Flagg Films Inc., that city, in similar capacity.

Tommy Davis, Los Angeles Dodgers outfielder, joins promotion department of Capitol Records Distributing Corp., Hollywood. He will engage in radio

WHIP THE HAZARD OF

LIBEL, SLANDER, INVASION OF PRIVACY, PIRACY, VIOLATION OF COPYRIGHT

WITH 1) Good Practices
2) Good Care
3) Good Insurance.

YOU handle No. 1 and No. 2 — WE'LL look after No. 3 with our SPECIAL and UNIQUE EXCESS POLICY, built to do it satisfactorily and quite inexpensively!

For details and rates, write

EMPLOYERS REINSURANCE CORPORATION

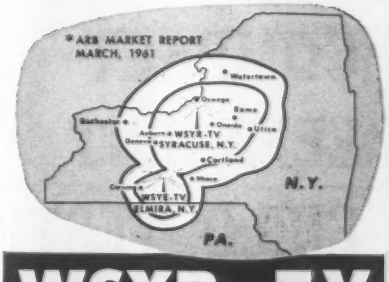
21 W. Tenth Kansas City, Mo.
New York 107 William St. Chicago 175 W. Jackson San Francisco 100 Bush St.

OVERWHELMINGLY

THE LEADER* IN THE SYRACUSE MARKET

WSYR-TV

DELIVERS 42%* MORE HOMES THAN ITS COMPETITOR



WSYR • TV

NBC Affiliate

Channel 9 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV Channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

station contact work in southern California area.

GOVERNMENT

Stanley Plesent, deputy general counsel, U. S. Information Agency, Washington, named general counsel, succeeding **Donald J. Irwin,** who resigns to accept post of treasurer of State of Connecticut. He has also been designated to serve as agency employment policy and contracts compliance officer and as space communications coordinator. Mr. Plesent joined USIA in April following more than seven years legal service with Young & Rubicam, New York.

EQUIPMENT & ENGINEERING

Mr. Sandwick

Luther M. Sandwick, vp, Pilot Radio Corp., Long Island City, N. Y., named staff director, Electronics Industries Assn., effective Jan. 15. Mr. Sandwick is 32-year veteran of radio-tv industry sales and management. He has served as EIA director, chairman of association's phonograph section and as member of executive committee of consumer products division.

Robert W. Deutsch, sales manager, electronic tube department, International Telephone & Telegraph Corp., New York, named general sales manager, electronic tube division, DuMont Laboratories, Clifton, N. J., division of Fairchild Camera & Instrument Corp., Syosset, N. Y.

Marion F. Chetty, manager of General Telephone & Electronics' tv picture tube plant in Fullerton, Calif., named manager of foreign manufacturing operations for Sylvania International Inc., division of General Telephone & Electronics Corp., New York. He succeeds **David K. Elwell** who becomes director of purchases and transportation for Sylvania Electric Products Inc., New York, division of GT&E.

Mr. Huggins

E. V. Huggins, vp and chairman of executive committee, Westinghouse Electric Corp., Pittsburgh, elected executive vp for associated activities. Mr. Huggins since 1953 has had overall supervision of Westinghouse Broadcasting Co. on corporate level, responsibility he continues in his new post. His broad area of supervision for some years has been both in broadcast and international activities of corporation of which WBC is subsidiary.

Harry E. Smith, industrial sales manager, GE's medium ac motor department in Schenectady, appointed marketing manager for company's technical products operation in Syracuse, both New York.

Edward J. Gay, southern regional controller, Bigelow Sanford Inc., Belton, S. C., joins Reeves Soundcraft Corp., Danbury, Conn., as controller.

INTERNATIONAL

B. A. Olerich, finance division manager of Ampex International operations, appointed general manager of Ampex International and president of Ampex International S. A., wholly owned subsidiary of Ampex Corp. His headquarters will be in Fribourg, Switzerland. Mr. Olerich, who assumes responsibility for all Ampex activities outside the U. S., succeeds **A. R. Gale,** resigned.

Sondra Switzer, formerly with McCann-Erickson Canada Ltd., Toronto, named manager of media department, including radio and television, Ronalds-Reynolds Ltd., Montreal.

Bruce McLeod, manager, CJCH-TV Halifax, N. S., named general manager, CJCH-AM-TV.

Elizabeth Lowry, formerly with All-Canada Radio & Television Ltd., Toronto, appointed information service manager, CKEY Toronto.

Hershel Harris, sales manager, Independent Television Corp. of Canada Ltd., appointed firm's general manager.

Donald C. McLean named radio-tv director of Needham, Louis & Brorby of Canada Ltd., Toronto.

Walter E. Powell, former commercial manager of Canadian Broadcasting Corp., Toronto, was given farewell dinner on December 12, upon his retirement from CBC and broadcasting. He entered broadcasting industry in 1925.

DEATHS

Mr. Marshutz

Elmer G. Marshutz, 66, honorary board chairman and former president, Gardner Adv., St. Louis, died Dec. 7 at his St. Louis home. Mr. Marshutz joined Gardner in 1928 as account executive. He became vp and board member in February 1934, and was elected president in October 1935, succeeding Herbert S. Gardner. He was elected chairman of board in November 1955 and honorary chairman in July 1959.

Harold M. Winters, 57, former regional sales manager for RCA Sales Corp. before resigning in June because of ill health, died Dec. 9 at his home in Kansas City. He joined RCA (then Victor Talking Machine Co.) in 1926. In 1942, Mr. Winters helped develop South American market for RCA as field sales representative with RCA Victor Argentina, S. A. After later serving in sales executive posts in Minneapolis, Kansas City and Cleveland, he was named director of distribution of former RCA Victor Div., Camden, N. J., in August 1947. He was appointed east central regional sales manager in May 1960.

Elbert M. Antrim, 76, retired business manager of *Chicago Tribune* (licensee of WGN-AM-TV Chicago) and active in development of *Tribune's* radio-tv activities, died at his home Dec. 9. Mr. Antrim was also an organizer of Mutual Broadcasting System. He was appointed assistant to *Tribune's* president in 1927 and assistant business manager in 1928. He became business manager in 1944. Mr. Antrim retired from *Tribune* in 1954, after 37 years of service, but remained director of several subsidiaries of Tribune Co.

William C. Vance, 46, radio-tv copy chief and commercial production director, Fletcher Richards, Calkins & Holden, New York, died Dec. 8.

COMPACT
EFFICIENT
FIELD TESTED

Spotmaster

BROADCAST ELECTRONICS, INC. 8800 BROOKVILLE RD., SILVER SPRING, MD.

IRELAND TO BEGIN TV

Jan. 1 set as starting date; 'to please public' the goal

New Year's Eve has been set as the inauguration day for the Irish Republic's State-supported television service, Telefis Eireann. In its opening weeks, the operation will telecast from 5-11:15 p.m., carrying mainly filmed series for family entertainment.

The log for the first week's programming indicates that such U.S. favorites as *Dragnet, You Are There, Have Gun Will Travel,* and *Panic* will have their chance to gain Irish fans as well.

In an interview announcing the commencement of the service, Edward J. Roth Jr., Boston-born director-general of Radio Eireann, parent organization of the tv operation, declared his policy would be to program "to please the people." But he stressed that the people would have to be patient while the network got on its feet, and not be too harsh in judging it against the already established programming of the BBC and the ITV.

In certain cases, however, he felt that Telefis programs already had an edge over the competition. He cited particularly the fact that the service had acquired "incomparably the finest thing" in the Western field when it got *Have Gun.* Entertainment value would be the determining factor of much of what was telecast in Southern Ireland, Mr. Roth said, adding that minority interests would be catered to "in a minor way."

With the new television service about to begin operation, Mr. Roth said that the radio operation would undergo significant changes to accommodate itself to the new medium. "We have to change and lighten the radio programs whether we like it or not. In every country where you have tv, radio has changed to meet the new competition."

Mr. Roth is now half-way through his two-year contract with Radio Eireann. He came to Irish broadcasting with experience as a writer, producer, announcer, and consultant for NBC Radio and Tv.

Ontario court reverses BBG satellite ruling

For the first time a decision of the Broad of Broadcast Governors has been overruled by a Canadian court.

CJFB-TV Swift Current, Sask., and CFQC-TV Saskatoon, Sask., had both requested the license to operate a satellite station in the Saskatchewan area. The BBG had ruled in favor of CFQC-TV. CJFB-TV appealed the ruling in Ontario courts because the BBG had made its recommendation at Ottawa in Ontario province.

Ontario Chief Justice J. C. McRuer on December 7 quashed the BBG recommendation and issued an order forbidding the Minister of Transport to issue a license to CFQC-TV for the satellite operation until the BBG made a recommendation "according to the provisions of the Canada Broadcasting Act."

The chief justice said that CFQC-TV had been allowed to revise its brief but CJFB-TV had not been given this opportunity by the BBG, and thus had been deprived of a fair hearing. He ruled that the BBG lost its jurisdiction when it let CFQC-TV file an amended brief without giving CJFB-TV a chance to respond.

Football coverage elicits BBG warning

The Canadian Board of Broadcast Governors has warned that it "is prepared to exercise such authority as it has under the Canadian Broadcasting Act to ensure (that public) interests may be more fully protected" when negotiations for 1962-63 football tv rights are arranged in the near future.

The BBG made this announcement at Ottawa late last month when it turned down the request of CTV Television network to force the Canadian Broadcasting Corp. to make the Grey Cup football classic available to all tv stations.

The BBG stated that in its opinion arrangements for this year's tv football coverage had not been in the public interest nor in that of the sport itself. The BBG felt "that major sports events, particularly those involving teams representing the regions of Canada are important to national life. The arrangements entered in this year for football television have been a cause of uncertainty and confusion, and have not, in the opinion of the board, advanced either the public interest or the interest of Canadian football."

Regarding the Grey Cup game, held Dec. 2 at Toronto, the BBG stated that while additional stations not affiliated with the CBC network might extend coverage to some people who would not otherwise be able to see the game, it would deprive viewers of any alternative service on Canadian stations.

CFTO-TV Toronto, Ont., bought football rights for this year and next by outbidding CBC which has traditionally carried the games each fall in both western and eastern parts of Canada. CFTO-TV and the CTV Television Network carried the regional games, but the final Grey Cup game went to the CBC and its national network.

WTRF-TV STORY BOARD

"1962"*

AS THE LONDONER SAYS—"Welcome to our mist!"
Wheeling wtrf-tv

OLD HAIRDOS never die, they just get 'poofed out".
wtrf-tv Wheeling

SMART CALS know how to get more from Old Santa—they leave their legs in their stockings.
Wheeling wtrf-tv

NEW YEARS EVE . . . that's when it's fun to go to Times Square and mangle with the crowd.
wtrf-tv Wheeling

JUST WHAT do you send to a sick florist?
Wheeling wtrf-tv

VP BOB FERGUSON says his Italian-American dictionary says a Pizzaburger is a guy from Pittsburgh. His Hungarian-American dictionary is worse . . . **ask him.**
wtrf-tv Wheeling

QUOTE, Droke House Weekly Digest, quoted one of our Story Board gems. A quote in Quote is quite a conquest!
Wheeling wtrf-tv

CHAIRMAN OF THE BOARD . . . #10 in our WTReffigy ADworld close-up series is underlined "Top **HEAVY**" but several other good underlines were appropriate . . . "Sir Stance Allot" was RWF's choice, "Steering Wheel" was DMC's choice . . . others? "Throne Roomer" . . . "Pinnacle Player" . . . "Monarch Key" . . . "Roomer at the Top of the Steerers" . . . "Task Forcer" . . . and what suggestions do you have?
wtrf-tv Wheeling

THANKS MAURY ong! A B C D E F G H I J K M N O P Q R S T U V W X Y Z . . . (No - el! Noel and you burst into song as we include our best holiday wishes to all of you!)
Wheeling wtrf-tv

*SCHEDULE TIME? Schedule WTRF-TV and reach and sell the Wheeling/Steubenville Industrial Ohio Valley from Wheeling. Our rep, George P. Hollingbery will make all the arrangements.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

The New

1961-62

BROADCASTING YEARBOOK

"The one-book library of TV/Radio"

Designed to meet your specialized needs, the all-new BROADCASTING Yearbook is the most complete encyclopedia-type book ever published for the business of broadcasting. It's 566 pages contain 46 separate directories.

And, among the new features, you'll especially like the new thumb index, separating the six major business areas of broadcasting.

Order your copy or copies *now*. $4.00 per copy. Supply is limited. *Broadcasting Yearbook, 1735 DeSales St., Washington 6, D. C.*

Canadian tv gross record for quarter

Gross national television billings for all Canadian tv stations totaled $10,779,132 for the third quarter of 1961, according to the Broadcast Advertising Bureau of the Canadian Assn. of Broadcasters. This is the highest gross national billings for the July-September period of any year; last year's was $10,216,686.

For the first nine months of this year gross national tv billings amounted to $39,852,528, compared with $38,293,047 in the same period last year, and $22,910,096 in the 1959 period.

Figures are compiled by an independent auditing firm which receives confidential figures from all Canadian station representatives, Canadian Broadcasting Corp., Montreal and Toronto tv stations.

German agencies seek more commercial time

What West German advertisers consider an "acute" shortage of commercial time on the regional Bavarian tv network has become a topic of discussion between the AWM, a West German advertising agency and market specialist group, and the network.

The talks, in which AWM is seeking greater time allowance for commercial spots and announcements, follow a notice sent out by Bayerischer Werbefernsehen GmbH., saying that no new clients for commercial time would be accepted by the network next year.

West German advertisers feel that current time restrictions prevent them from presenting new product lines with even an approximation of audience coverage. AWM claims that the network's new dictum is a severe blow to small and medium-sized concerns who are now anxious to break into television advertising, but by the ruling would be denied the opportunity until 1963 at the earliest.

AWM complains that it is discriminatory to exclude these potential advertisers, and that a time quota for old and new advertisers would not solve the problem. Only the allowance of more time for commercial spotting and programming will really effect a solution, AWM claims.

Canadian agencies seek to trim the fringes

Advertisers should pay extra for preparation of radio-tv scripts, scenarios and commercials done by Canadian agencies, according to a booklet on agency standards released by the Canadian Assn. of Advertising Agencies, Toronto. Such services, including language translations done by agencies, should no longer be counted as part of the 15% commission for enfranchised agencies, the booklet said.

Although essentially a revision of earlier booklets published by CAAA, the new booklet lists for the first time the services for which these extra fees should be charged.

CBC to retain CJBC, Toronto clear channel

The Canadian Board of Broadcast Governors has announced at Ottawa that clear channels occupied by Canadian stations will continue to be used only for the government-owned Canadian Broadcasting Corp. broadcasting stations.

The question of CBC relinquishing one of these stations has been discussed for some time in broadcasting circles. The future of CJBC Toronto (860 kc), key 50-kw station of CBC's Dominion Network, has been talked about for months, since CBC announced that it it discontinuing the Dominion network, of which CJBC is the only CBC-owned station. The BBG announcement settles any speculation that the station and its frequency might be sold to private interests. CBC also has CBL at Toronto on 740 kc, the key station of the Trans-Canada network, which will absorb some of the Dominion network stations.

Free world sold on tv, says Erickson

The growth of television as a world-wide selling force received the emphasis of a speech by Rodney Erickson, president of Filmways Inc., New York, before a luncheon meeting of the Radio-Television Executives Club, Toronto.

Mr. Erickson detailed the growth of commercial tv in 14 countries outside North America, telling his audience that 38 million of the 42.5 million tv receivers in other parts of the free world were in countries having television on a commercial basis.

In order to sell, advertisers should make their commercials better than the shows they sponsor, using highly skilled creative people for the purpose, Mr. Erickson said.

A possible compromise solution to the government-vs.-free enterprise problem which plagues broadcasting in some countries, Mr. Erickson felt, was the developing tendency toward handling of educational and informative programming by the governments, with entertainment being left mostly to commercial stations.

BBG grants new fms and power increases

Two new fm stations, a new tv satellite, and several power increases were approved by the Canadian Board of Broadcast Governors at Ottawa on November 28. The decisions were announced at Ottawa on Dec. 7.

CJBQ Belleville, Ont., and CJCB Sydney, Nova Scotia, were recommended for fm station licenses. CJBQ-FM is to operate on 97.1 mc with 3.43 kw and antenna 134.5 feet above average terrain. Approval was given for this applicant to program simultaneously with CJBQ until its licenses come up for renewal, at which time plans for separate programming of the fm outlet are to be submitted.

CJCB-FM Sydney, N.S., will operate on 94.9 mc with 675 w and antenna 210 feet above average terrain. Within one year of the establishment of the station, its owners must present detailed proposals and commitments for separate programming of the fm station from its am affiliate.

Northeast Social Club has been recommended for a license at Manicouagan, Que., to pick up programs of CJBR-TV Rimouski, Que., and rebroadcast these on channel 10 with 11.9 video and 6 audio power and directional antenna of 529 feet above average terrain.

CKSW Swift Current, Sask., has been recommended for a power increase on 1400 kc from 250 w to 1 kw day and 250 night-time.

CKBW Bridgewater, N.S., was recomended for a power boost on 1000 kc from 1 kw to 10 kw.

CBT Grand Falls, Newfoundland, had its power increase application from 1 kw to 10 kw on 540 kc postponed until after government approval for a new station at Grand Falls, by VOCM St. John's, Nfld.

The sale of CHUB Nanaimo, B.C., for an undisclosed sum from Standard Broadcasting Co., Ltd., to Nanaimo Broadcasting Corp., Ltd., has been approved.

The transfer of a large block of shares in CHLT-AM-FM-TV Sherbrooke, Que., has been approved. Alphee Gauthier, founder of stations, has retired and has sold his shares to his partner Paul Desruisseaux.

Would bar cameras

A judge of the Supreme Court of Ontario (Canada) has asked for legislation to bar the use of newspaper and television cameras in coverage of any court case in the province. Justice G. A. Gale made the request to Ontario Attorney General Kelson Roberts during a meeting of the attorney general's committee on the administration of justice.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 7 through Dec. 13, and based on filings, authorizations and other actions of the FCC. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. •—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Yuma, Ariz.—Desert Telecasting Co. Vhf ch. 13 (210-216 mc); ERP 1.97 kw vis., 985 w aur. Ant. height above average terrain 236 ft., above ground 200 ft. Estimated construction cost $72,547; first year operating cost $85,000; revenue $90,000. P. O. address 1320 Fourth Ave., Yuma. Studio and trans. location Yuma. Geographic coordinates 32° 42′ 10″ N. lat., 114° 37′ 30″ W. long. Trans. Gates BT-500-CH; ant. Jampro JATV-48-H. Legal counsel Samuel Miller, Washington, D. C.; consulting engineer Thomas B. Friedman, Pacific Palisades, Calif. Principals: **Robert W. Crites, Robert H. Langill** (each 50%). Mr. Crites owns KBLU Yuma and 50% of KAPP Redondo Beach, Calif.; Mr. Langill is assistant manager of KBLU. Ann. Dec. 4.

Atrisco-Five Points, N. M.—Southwestern Bcstg. Co. Uhf ch. 18 (494-500 mc); ERP 9.1 kw vis., 5.1 kw aur. Ant. height above average terrain 82 ft., above ground 243 ft. Estimated construction cost $82,000; first year operating cost $120,000; revenue $140,000. P. O. address 1104 West Avenue I, Lovington, N. M. Studio and trans. location Albuquerque, N. M. Geographic coordinates 35° 04′ 41″ N. lat., 106° 35′ 7.5″ W. long. Trans. GE TT-20-A; ant. Electron HL-2. Legal counsel Prescott & Prescott, Dallas, Tex.; consulting engineer Electron Corp., Dallas. Principals: **A. C. Holder, D. W. Erwin** (each 25%), **Ora R. Hall Jr.** (23%), **T. J. Deason Jr., E. Kirk Newman** (each 10%), **Eugene McElvaney Jr.** (7%). Mr. Holder is independent oil operator; Mr. Erwin owns 50% of one catv system and 30% of another; Mr. Hall is oil operator; Mr. Newman is attorney; Mr. Deason is accountant; Mr. McElvaney is stockholder in oil firm. Southwestern Bcstg. Co. is also applicant for uhf stations in Lubbock, Odessa and El Paso, all Texas. Ann. Dec. 13.

New am stations

APPLICATIONS

Attalla, Ala.—Metropolitan Gadsen Broadcast Corp. 1240 kc; 250 w unl. P. O. address c/o Samuel J. Simon, box 2622, Nashville, Tenn. Estimated construction cost $30,000; first year operating cost $35,000; revenue $45,000. Principals: **Samuel J. Simon, Fred Rosemore, Stanley Besner** (each one-third). Mr. Simon is optometrist and owns 80% interest in Nashville, Tenn., am application; Mr. Rosemore is optometrist; Mr. Besner is 49% partner in wholesale optical supplies firm. Ann. Dec. 6.

Waverly, Tenn. — Humphreys County Bcstg. Co. 1540 kc; 1 kw D, 500 w CH. P. O. address c/o R. M. McKay Jr., box 71, Columbia, Tenn. Estimated construction cost $14,115; first year operating cost $45,000; revenue $52,000. **R. M. McKay Jr.**, sole owner, is 28% owner of WKRM Columbia, Tenn. Ann. Dec. 13.

Existing am stations

APPLICATIONS

WGWC Selma, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Dec. 13.

KHAR Anchorage, Alaska—Cp to change frequency from 590 kc to 640 kc, increase daytime power from 5 kw to 50 kw, install DA-N, change type trans. and change trans. and studio location. Ann. Dec. 13.

WCJU Columbia, Miss.—Cp to increase power from 250 w to 1 kw and install new trans. Ann. Dec. 13.

KLID Poplar Bluff, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Dec. 13.

KSVC Richfield, Utah—Mod. of license to change hours of operation from unl. to D. Ann. Dec. 13.

New fm stations

ACTIONS BY BROADCAST BUREAU

Florence, Ala.—Radio Muscle Shoals Inc. Granted 107.3 mc; 7.6 kw. Ant. height above average terrain 320 ft. P. O. address box 600, Florence. Estimated construction cost $8,691.82. **Radio Muscle Shoals Inc.** is licensee of WOWL Florence. Action Dec. 8.

Tucson, Ariz.—Prell Enterprises. Granted 92.1 mc; 800 w. Ant. height above average terrain 15 ft. P. O. address 2126 S. Alvernon, Tucson. Estimated construction cost $7,172; first year operating cost $15,000; revenue $20,000. Principals: **Isadore Prell** (50%), **Stanley Prell, Audrey Prell** (each 25%), who own 51%, 25% and 24%, respectively, of Arizona Microwave Inc. Action Dec. 8.

New Britain, Conn.—Hartford County Bcstg. Corp. Granted 100.5 mc; 20 kw. Ant. height above average terrain 130 ft. P. O. address 16 Mitchell Drive, Kings Point, Long Island, N. Y. Estimated construction cost $17,852; first year operating cost $18,000; revenue $24,000. Hartford County Bcstg. Corp. is licensee of WKNB New Britain. Action Dec. 8.

Atlanta, Ga.—Atlanta Fm Bcstrs. Granted 99.7 mc; 10 kw Ant. height above average terrain 120 ft. P. O. address c/o Eathel Holley, 235 Nightingale Drive, Columbus, Ga. Estimated construction cost $7,998; first year operating cost $12,000; revenue $15,000. **Eathel Holley**, sole owner, owns 50% of WOKS Columbus and 33.33% of WLAW Lawrenceville, both Georgia. Action Dec. 8.

***Pocatello, Idaho—Idaho State College.** Granted 88.7 mc; 9 w. Ant. height above average terrain 45 ft. P. O. address c/o Dr. Carl L. Isaacson, Idaho State College, Pocatello. Estimated construction cost $8,863.50; first year operating cost $500. Action Dec. 8.

Watseka, Ill.—Iroquois County Bcstg. Co. Granted 94.1 mc; 6.3 kw. Ant. height above average terrain 140 ft. P. O. address Watseka. Estimated construction cost $11,404; first year operating cost $6,000; revenue $12,000. **Iroquois County Bcstg. Co.** is licensee of WGFA Watseka. Action Dec. 8.

North Vernon, Ind. — Dorrell Ochs. Granted 106.1 mc; 3.8 kw. Ant. height above average terrain 175 ft. P. O. address c/o Ochs Auto Supply, 62 E. Walnut St., North Vernon. Estimated construction cost $10,789; first year operating cost $8,000; revenue $12,000. **Dorrell Ochs**, sole owner, is licensee of WOCH North Vernon. Action Dec. 12.

Prestonburg, Ky. — Gordon Collins. Granted 95.5 mc; 16.5 kw. Ant. height above average terrain 560 ft. P. O. address Lackey, Ky. Present grant is cp to replace expired permit for same facilities. Mr. Collins is licensee of WDOC Prestonburg. Action Dec. 8.

St. Louis Park, Minn.—Radio Suburbia Inc. Granted 104.1 mc; 15 kw. Ant. height above average terrain 230 ft. P. O. address 2500 Excelsior Blvd., Minneapolis 16, Minn. Estimated construction cost $29,065; first year operating cost $15,000; revenue $15,000. **Radio Suburbia Inc.** is owned 100% by **Red Owl Stores Inc.** and is licensee of KRSI St. Louis Park. Action Dec. 8.

Greenville, Ohio—Kennedy Bcstg. Corp. Granted 106.5 mc; 6.3 kw. Ant. height above average terrain 170 ft. P. O. address 210 Chippewa Drive, Greenville. Estimated construction cost $17,925; first year operating cost $15,000; revenue $24,000. Principals: **John D. Kennedy, Louis Froikin** (each 50%). Mr. Kennedy is insurance agent; Mr. Froikin is partner in law firm. Action Dec. 8.

Mayaguez, P. R.—Jose Bechara Jr. Granted 99.1 mc; 1.7 kw. Ant. height above average terrain minus 140 ft. P. O. address box 1293 Mayaguez. Estimated construction cost $16,055; first year operating cost $8,000; revenue none. Mr. Bechara is licensee of WKJB Mayaguez. Action Dec. 8.

Burlington, Vt.—Vermont Bcstg. Corp. Granted 98.9 mc; 3.2 kw. Ant. height above average terrain 310 ft. P. O. address 633 Main St., Burlington. Estimated construction cost $20,000; first year operating cost $130,000; revenue $150,000. **Vermont Bcstg. Corp.** has 41 stockholders and is licensee of WJOY Burlington. Action Dec. 8.

***Ellensburg, Wash.—Board of Trustees, Central Washington State College.** Granted 88.1 mc; 10 w. Ant. height above average terrain 101.75 ft. P. O. address c/o Dr. Albert O. Weissberg, Central Washington State College, Ellensburg. Estimated construction cost $3,886; first year operating cost $400. Action Dec. 8.

APPLICATIONS

***Baltimore, Md.—Convention of the Protestant Episcopal Church of the Diocese of Maryland.** 90.5 mc; 150 w. Ant. height above average terrain 376 ft. P. O. address c/o Rev. George F. Packard, 105 W. Monument St., Baltimore 1. First year operating cost $14,368. Ann. Dec. 6.

Grove City, Pa.—James V. Perry. 95.1 mc; 3 kw. Ant. height above average terrain 104 ft. P. O. address 634 S. Center St., Grove City. Estimated construction cost $16,487; first year operating cost $20,000; revenue $24,000. Mr. Perry is sales representative for floor coverings firm and was applicant for am station in Grove City. Ann. Dec. 6.

Ownership changes

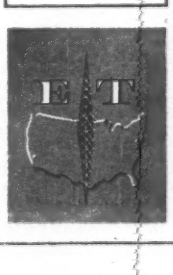
APPLICATIONS

New, Flagstaff, Ariz.—Seeks assignment of cp from Flagstaff Bcstg. to Eugene C. Phillippi; consideration $4,000. Mr. Phillippi is deputy evaluator, County Assessor's office, Coconino County, Ariz. Ann. Dec. 7.

KELE(FM) Phoenix, Ariz.—Seeks assignment of license and SCA from **Anjo Bcstrs. & Telecasters Inc.** to **Edward J. Churchill** (99.94%), d/b as **Camelback Bcstg. Inc.**; consideration $1.00 plus assumption of liabilities. Assignee is licensee of KXIV Phoenix. Ann. Dec. 12.

KWBY Scottsdale, Ariz.—Seeks transfer

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

of approximately 66% of stock in **Arizona Aircasters Inc.**, 70% stockholder in **Scottsdale Bcstg. Co.** (licensee), from **Morris Mindel** to **John C. Cox Jr.**; consideration $110,000. Mr. Cox is owner of building construction firm. Ann. Dec. 13.

KEVC Fresno, Calif.—Seeks assignment of cp from **Robert L. Lippert** to **John W. Sonder** and **Sylvia W. Sonder Ph.D.** (each 50%), d/b as **San Joaquin Bcstg. Co.**; consideration $7,000. Mr. Sonder has been sales manager of KGST Fresno; his wife, Dr. Sonder, is clinical psychologist. Ann. Dec. 7.

KSFE Needles, Calif.—Seeks assignment of license from **SHS Bcstg. Corp.** to **James Parr**; consideration $57,500. Mr. Parr is general manager of KFST Ft. Stockton, Tex. Ann. Dec. 6.

WPLK Rockmart, Ga.—Seeks transfer of 50% of stock in **Georgia Radio Inc.** from **John P. Frew** to **Leslie E. Gradick**, present 50% owner, consideration $13,750; transfer of 33.33% from Mr. Gradick to **George M. Strickland Jr.**, consideration $9,500. Mr. Strickland has 25% interest in Radio Georgia Inc., applicant for purchase of WTGA Thomaston, Ga. Ann. Dec. 7.

WTGA Thomaston, Ga.—Seeks assignment of cp from **John P. Frew, Elizabeth H. Frew, Stephens B. McGarity** and **Leslie E. Gradick Jr.**, d/b as **Radio Georgia**, to **George D. Strickland Jr., Sylvia D. Strickland** (each 25%), **Leslie E. Gradick Jr.**, (50%), d/b as **Radio Georgia Inc.**; total consideration $749.90. Mr. Strickland is stockholder and director of farming, mercantile, banking, canning and fertilizer business; Mrs. Strickland is announcer with WSFT Thomaston; Mr. Gradick owns 50% of WPLK Rockmart, 33.33% of WLAW Lawrenceville and 25% of cp in Americus, all Georgia. Ann. Dec. 7.

KUAM-AM-TV Guam, M. I.—Seeks transfer of 9% of stock in **Radio Guam** from **John P. Hearne** (5%) and **William B. Duce** (4%) to **Phil Berg**, present owner of 45.5%; considerations $15,500 to Mr. Hearne and $10,000 to Mr. Duce. Ann. Dec. 13.

KSRA Salmon, Idaho—Seeks transfer of 25% of stock in **Salmon River Radio & Tv Inc.** from **Richard E. Carr** and **Sara L. Carr** (12.5% each) to **David G. Ainsworth**, present 50% stockholder; consideration approximately $8,000. Ann. Dec. 6.

WATZ Alpena, WATT Cadillac, WTOM-TV Cheboygan, WATC Gaylord, WMBN Petoskey, WTCM, WBTN-TV Traverse City, all Michigan—Seek transfer of 22.5% of stock in Midwestern Bcstg. Co. from **Edward Biederman** to **Les Biederman**, present owner of 30%; consideration $4,500 plus lifetime position on board of directors of licensee. Ann. Dec. 13.

WSUH Oxford, Miss.—Seeks assignment of license from **C. H. Quick** (90%) and **A. B. Quick** (10%) to **Colonel Rebel Radio Inc.**, new corporation in which Messrs. Quick are 90% and 10% stockholders respectively; no financial consideration involved. Ann. Dec. 13.

WNCT-TV Greenville, N. C.—Seeks assignment of license from Carolina Bcstg. System Inc. to **Roy H. Park Bcstg. Inc.**; consideration $2,557,458. **Roy H. Park**, sole stockholder of assignee, has indirect interest in KREB Shreveport, La., owns real estate and investment firm and is vice president and director of Duncan Hines Institute Inc. Ann. Dec. 13.

WOMP-AM-FM Bellaire, Ohio.—Seeks assignment of license from **WOMP Inc.** to **Howard C. Weiss**; consideration $78,000. Mr. Weiss has been station manager of WPWA Chester, Pa. Ann. Dec. 7.

KRMG Tulsa, Okla.—Seeks assignment of license from **Meredith Bcstg. Co.** to **Gilbert C. Swanson** (46%), **George A. Bolas** (24%), **Cecil A. Johnson** (17%), and others, d/b as **Swanco Bcstg. of Oklahoma Inc.**; consideration $500,000. Mr. Johnson is attorney; Mr. Swanson is director of Northwestern Bell Telephone Co. and of Northern Natural Gas Co.; Mr. Bolas is vice president and director of Tatham Laird Inc., advertising agency; Swanco is licensee of KQEO Albuquerque, N. M., and KLEO Wichita, Kan. Ann. Dec. 13.

WMC-AM-FM, WMCT(TV) Memphis, Tenn.—Seeks assignment of licenses and SCA from **WMC Bcstg. Co.** to **Scripps-Howard Radio Inc.**; name of assignee to be changed to **Scripps-Howard Bcstg. Co.** upon completion. Sole stockholder of assignee and approximately 69% stockholder of assignor is **E. W. Scripps Co.** Transaction represents merger between assignor and assignee. Ann. Dec. 13.

KGBC Galveston, Tex.—Seeks assignment of license from **James W. Bradner Jr.**, d/b as **Galveston Bcstg. Co.**, to **Galveston Bcstg. Inc.**, new corporation of which Mr. Bradner is 98.5% stockholder; no financial consideration involved. Ann. Dec. 6.

KVLG LaGrange, Tex.—Seeks assignment of license from **Colorado Valley Bcstg. Co. Ltd.** to **Vernon R. Nunn**; consideration $49,500. Mr. Nunn is 20% owner of WIZZ Streator and 5% owner of WRAM Monmouth, both Illinois. His application for disposal of these partnership interests is currently pending FCC approval. Ann. Dec. 6.

KCVL Colville, Wash.—Seeks assignment of license from **Merle B. Peterson**, d/b as **Colville Bcstg. Co.**, to **Merrick Davis** and **Norman C. Davis** (each 50%), d/b under same name; consideration $60,000. Merrick Davis is account executive with KGA Spokane, Wash.; Norman Davis has been employe of newspaper in Spokane. Ann. Dec. 12.

Hearing cases

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward granting applications of Washington Bcstg. Co. (WOL), Washington, D. C., Delaware Bcstg. Co. (WILM), Wilmington, Del., WDAD Inc. (WDAD), Indiana, Pa., Centre Bcstrs. Inc. (WMAJ), State College, Pa., Sky-Park Bcstg. Corp. (WFTR), Front Royal, Va., Miners Bcstg. Service Inc. (WPAM), Pottsville, Pa., and Cumberland Valley Bcstg. Corp. (WTBO), Cumberland, Md., to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N. June 14 initial decision looked toward this action. Action Dec. 8.

■ Commission directed preparation of document looking toward denying application of Northeast Radio Inc. to increase power of WCAP Lowell, Mass., from 1 kw to 5 kw, continued operation on 980 kc, D. March 29 initial decision looked toward this action. Action Dec. 8.

■ Commisison directed the preparation of document looking toward granting applications of Nassau Bcstg. Co. for new am station to operate on 1350 kc, 5 kw, DA-2, unl., in Princeton, N. J., and Norwalk Bcstg. Inc. to change facilities of WNLK Norwalk, Conn., on 1350 kc from 500 w, D, to 500 w-N, 1 kwLS, DA-N, and denying applications of Greater Princeton Bcstg. Co. and The New Jersey Bcstg Co. for new stations on 1350 kc, 5 kw, DA-2, unl., in Princeton. May 9 initial decision looked toward granting application of Nassau Bcstg. Co. and denying other applications. Action Dec. 7.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different results upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Seward Bcstg. Inc. for new am station to operate on 1330 kc, 1 kw, D, in Marion, Va. Action Dec. 13.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Crawford County Bcstg. Co. to change facilities of WTIV Titusville, Pa., from 1290 kc, 500 w, D, to 1230 kc, 500 w-D, 250 w-N; engineering condition. Action Dec. 12.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward denying application of Rounsaville of Louisville Inc. to increase hours of operation of WLOU Louisville, Ky., from D only to unl. on its presently assigned frequency 1350 kc with 5 kw, with nighttime DA at site different from that used for daytime operation. Action Dec. 12.

■ Hearing Examiner Millard F. French issued initial decision looking toward (1) granting application of Lynne-Yvette Bcstg. Co. for new am station to operate on 1250 kc, 1 kw, D, in Albany, Ga., conditioned that, to extent that it permits operation with daytime facilities prior to local sunrise, Sec. 3.87 of rules is not applicable to this authorization and such operation is prohibited, and (2) denying application of John T. Williams for new station on same frequency with 500 w, D, in Americus, Ga. Action Dec. 12.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward denying applications of Palmetto Bcstg. Co. for renewal of license of WDKD Kingstree, S. C., and for license to cover cp. It was based, primarily, on ground that licensee was "woefully inadequate" in discharging his broadcast responsibilities regarding "indecent and obscene" programming, abuses with respect to total amount of time devoted to advertising continuity as well as frequency of regular program interruptions for advertising messages. Hearing examiner held that "it would be unconscionable to permit Robinson to come off here with only token punishment for the grievous deviation he has permitted his station to make from the public interest norm" and it "is also important that disposition here should stand as a warning to others that such licensee misconduct is not to be condoned." Local hearing was held. Action Dec. 12.

OTHER ACTIONS

■ By order, commission postponed oral argument scheduled for Dec. 14 in proceeding on fm applications of Bible Institute of Los Angeles Inc. (KBBI), Los Angeles, Calif., and Benjamin C. Brown, Oceanside, Calif., pending further order. Action Dec. 7.

■ By order, commission postponed oral argument scheduled for Dec. 8 in proceeding on fm applications of G. Stuart **Nixon**, San Jose, Calif., and Franklin Mieuli (KHIP), San Francisco, Calif., pending further order of commission. Action Dec. 7.

Routine roundup

■ By order, commission extended from Jan. 9 to Jan. 23 date for start of commission en banc hearing to receive testimony from three national networks (ABC, CBS and NBC) to complete commission's tv program inquiry. Postponement was petitioned for by networks. Action Dec. 8.

■ By order, commission granted in part petition by Assoc. of Federal Communications Consulting Engineers and extended from Dec. 11 to Jan. 10, 1962, time for filing reply comments in Doc. 14185 and RM-94 concerning revision of fm broadcast rules. On Dec. 1, commission denied similar request by A. Earl Cullum Jr., since it failed to advance reasons warranting extension. Action Dec. 5.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted petition by Central Coast Tv and extended to Dec. 13 time to respond to petitions by Santa Maria Telecasting Corp. to modify issues or in alternative to clarify issues, and to enlarge issues, in proceeding on their applications and M & M Telecasters and Elson Electronics Co., for new tv stations to operate on ch. 12 in Santa Maria, Calif. Action Dec. 7.

By Commissioner Rosel H. Hyde

■ Granted petition by Acadian Tv Corp. and KTAG Assoc. and extended to Feb. 12, 1962, time to file replies to exceptions to initial decision in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action Dec. 11.

■ Granted petition by applicants and extended to Dec. 21 time to respond to opposition of Camellia Bcstg. Inc. to joint request for simultaneous approval of agreement, dismissal of exceptions and application of KTAG Assoc., and grant of application of Acadian Tv Corp., or in alternative, request for rulemaking or other relief in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action Dec. 11.

■ Granted petition by Mainliner Bcstrs. and extended to Dec. 15 time to respond to petition by Radio One Five Hundred Inc. to enlarge issues in proceeding on their applications for new am stations in Louisville, Ky., and Indianapolis, Ind., which are consolidated for hearing in Docs. 14085, et al. Action Dec. 5.

■ Granted petition by Broadcast Bureau and extended to Dec. 11 time to respond to joint request by applicants for simultaneous approval of agreement, dismissal of exceptions and application of KTAG Assocs., and grant of application of Acadian Tv Corp., in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action Dec. 5.

■ Granted petition by Broadcast Bureau and extended to Dec. 5 time to respond to petition by Kern County Bcstg. Co. to intervene, remand and reopen record in matter of mod. of license of Marietta Broadcasting Inc. (KERO-TV ch. 10), Bakersfield, Calif. Action Dec. 1.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Upon request by Kenton County Bcstrs., rescheduled for Dec. 27 oral argument scheduled for Dec. 14 on petition by Covington Bcstg. Co. to enlarge issues and reopen record in proceeding on their applications and Massillon Bcstg. Inc. for new am stations in Covington, Ky., and Norwood, Ohio. Action Dec. 11.

■ Upon request of applicant, continued certain procedural dates and continued Dec. 20 hearing to Jan. 8, 1962, in proceeding on am application of Town & Country Bcstg. Inc. (WREM), Remsen, N. Y. Action Dec. 8.

■ Denied request by WMOZ Inc. for issuance of subpoena duces tecum to FCC Act-

PROFESSIONAL CARDS

JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
DI. 7-1319
WASHINGTON, D. C.
P.O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. Ring & Associates
30 Years' Experience in Radio Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N.W. Sheraton Bldg.
Washington 5, D. C.
REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MElrose 1-8360
Member AFCCE

GUY C. HUTCHESON
P.O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. HIckory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN
Consulting Electronic Engineer
617 Albee Bldg. Executive 3-4616
1426 G St., N.W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 17, Texas
GLendale 2-3073

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
232 S. Jasmine St. DExter 3-5362
Denver 22, Colorado
Member AFCCE

JOHN H. MULLANEY and ASSOCIATES, INC.
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666
Member AFCCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W.Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

L. J. N. du TREIL & ASSOCIATES
CONSULTING RADIO ENGINEERS
10412 Jefferson Highway
New Orleans 23, La.
Phone: 721-2661

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

William B. Carr
Consulting Engineer
AM—FM—TV
Microwave
P. O. Box 13287
Fort Worth 18, Texas
ATlas 4-1571

PAUL DEAN FORD
Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Wabash 2643

BARKLEY & DEXTER LABS., INC.
Donald P. Wise James M. Moran
Consulting, Research & Development for Broadcasting, Industry & Government
50 Frankfort St. Diamond 3-3716
Fitchburg, Massachusetts

JOHN H. BATTISON & ASSOCIATES
Consulting Radio Engineers
Specializing in AM-FM-TV applications and measurements
934-5 Munsey Building
Washington 5, D. C.
DI 7-2330 *Member AFCCE*

ing Secretary Ben F. Waple in proceeding on application for renewal of license of WMOZ Mobile, Ala. Request does not specify with particularity books, papers and documents desired in connection with facts expected to be proved and hence does not meet requirements of Sec. 1.132 of rules. Action Dec. 7.

■ Granted petition by Central Coast Tv and extended to Dec. 13 time to file responses to petition by Santa Maria Tv Corp. for leave to amend its application in Santa Maria, Calif., tv ch. 12 proceeding. Action Dec. 7.

■ Scheduled oral argument for Dec. 14 on petition by Covington Bcstg. Co. to enlarge issues and reopen record in proceeding on its application and Massillon Bcstg. Inc. and Kenton County Bcstrs. for new am stations in Covington, Ky., and Norwood, Ohio. Action Dec. 6.

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: Jan. 3 and Feb. 12, 1962, on applications of La Fiesta Bcstg. Co. and Mid-Cities Bcstg. Corp., Lubbock, Tex.; Jan. 4 and Feb. 5, 1962, Don L. Huber, Madison, Wis., and Bartell Bcstrs. Inc. (WOKY, Milwaukee, Wis.; Jan. 10 and Feb. 7, 1962, Raritan Valley Bcstg. Inc. (WCTC), New Brunswick, N. J. Action Dec. 5.

■ Granted request by KOFE Inc. (KOFE), Pullman, Wash., for dismissal of its application for mod. of license but dismissed application with prejudice and terminated proceeding. Action Dec. 4.

By Hearing Examiner Basil P. Cooper

■ Continued Dec. 11 prehearing conference and Dec. 13 hearing to dates to be announced after commission has acted on motion by Quincy Valley Bcstrs. for reconsideration of order designating for hearing its application for renewal of license of am station KPOR Quincy, Wash., and for grant without hearing. Action Dec. 7.

■ Granted joint petition by applicants and cancelled dates assigned for the exchange of field intensity measurements and non-engineering exhibits; ordered that in event an agreement between parties has not been reached and approved by commission by Jan. 5, 1962, new dates for exchange of field intensity measurements and non-engineering exhibits will be specified at hearing conference to be held on Jan. 9, 1962; continued Jan. 9, 1962 evidentiary hearing to date to be announced at conclusion of further prehearing conference which, by this order, is scheduled for Jan. 9, 1962, in proceeding on am applications of Little Joe Enterprises (WJOE), Ward Ridge, and Sarasota-Charlotte Bcstg. Corp., Englewood, Fla. Action Dec. 7.

By Hearing Examiner James D. Cunningham

■ Granted petition by Broadcast Bureau and extended from Dec. 4 to Dec. 18 time for petitioner and all other parties to file proposed findings and briefs in proceeding on application of Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S. C. Action Dec. 5.

By Hearing Examiner Asher H. Ende

■ Granted petition by applicant and continued from Dec. 11 to Jan. 10 date for exchange of exhibits, Dec. 22 to Jan. 22 for exchange of revised engineering exhibits, if any, and notification of witnesses desired with respect to exhibits originally exchanged, Dec. 29 to Jan. 26 for notification of witnesses desired with respect to revised engineering exhibits and continued Jan. 4, 1962, hearing to Feb. 5, 1962, in proceeding on am application of Radio-Active Bcstg. Inc. (WATO), Oak Ridge, Tenn. Action Dec. 11.

■ Granted petition by Lindsay Bcstg. Co. and extended from Dec. 11 to Dec. 18 time for filing proposed findings of fact and conclusions of law and from Jan. 5 to Jan. 11, 1962, for filing replies in proceeding on its application and Peace River Bcstg. Corp. and William H. Martin for new am stations in Punta Gorda and Fort Myers, Fla. Action Dec. 8.

By Hearing Examiner Charles J. Frederick

■ Upon request by Robert S. Taylor for continuance of hearing in proceeding on his application and Clarence Everett Jones for new am stations in Aiken and St. George, S. C., ordered that Mr. Taylor shall submit measurements by Dec. 12, continued from Dec. 11 to Jan. 8, 1962, date for final exchange of engineering and non-engineering exhibits, Dec. 18 to Jan. 15, 1962, for notification of witnesses for cross-examination, and from Dec. 27 to Jan. 22, 1962, for hearing. Action Dec. 11.

■ Scheduled oral argument on petition by Wolverine Bcstg. Co. for leave to amend its application for new am station in Wyoming, Mich., to be heard at Dec. 12 prehearing conference in proceeding on its application and Muskegon Heights Bcstg. Co. and Grand Valley Bcstg. Co. for new am stations in Muskegon Heights and Saranac, Mich. Action Dec. 6.

By Hearing Examiner Walther W. Guenther

■ Granted motion by Mia Enterprises Inc. (KWBE), Beatrice, Neb., and continued Dec. 14 prehearing conference to Feb. 12, 1962, and continued Jan. 8 hearing to March 9, 1962, in proceeding on its am application. Action Dec. 8.

■ On own motion, corrected in various respects transcript of record in proceeding on application of Seward Bcstg. Inc. for new am station in Marion, Va. Action Dec. 7.

■ Granted petition by Jasmin Properties Inc. for leave to amend its application for new am station in New Port Richey, Fla., to specify change in frequency from 1400 kc to 1500 kc, to make certain changes in application, and to submit additional exhibits, removed amended application from hearing docket and returned it to processing line. Action Dec. 6.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled formal conference for Dec. 14 in proceeding on applications of The News-Sun Bcstg. Co. and Radio America for new fm stations in Waukegan and Chicago, Ill., to consider: (a) effect on applications of commission's recent action adopting interim procedure, effective Dec. 6, for processing fm applications; and (b) intentions of applicants in light of commission's action. Action Dec. 11.

■ Granted joint motion by applicants, and continued Dec. 14 prehearing conference to Jan. 17, 1962 and Jan. 17, 1962, hearing to date to be fixed at prehearing conference in proceeding on applications of Higson-Frank Radio Enterprises and SBB Corp. for new am stations in Houston, Tex. Action Dec. 8.

■ Granted petition by Broadcast Bureau to accept late filing of its proposed findings of fact and conclusions in proceeding on am applications of Kenneth G. Prather and Misha S. Prather, Boulder, and KDEN Bcstg. Co. (KDEN), Denver, both Colorado. Action Dec. 6.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Airon Inc. for leave to amend its application for new am station in Decatur, Ind., which is consolidated for hearing in Docs. 14085 et al., to correct coordinates of its proposed trans. location. Action Dec. 6.

■ Granted petition by Rossford Bcstg. Inc. for leave to amend its application for new am station in Rossford-Toledo, Ohio, which is consolidated for hearing in Docs. 14085 et al., to submit more current financial statement, etc. Action Dec. 6.

■ Upon agreement of parties in proceeding on applications of Catskills Bcstg. Co. for new am station in Ellenville, N. Y., et al., scheduled further hearing for Dec. 19. Action Dec. 5.

■ Granted request by Broadcast Bureau for opportunity to present rebuttal testimony pursuant to agreement of parties stated in transcript of record in proceeding on applications of The Young People's Church of the Air Inc. and WJMJ Bcstg. Corp. for new fm stations in Philadelphia, Pa., record will not be closed as of Dec. 6, and scheduled further hearing for Dec. 13. Action Dec. 5.

■ Granted request by Storer Bcstg. Co. and scheduled prehearing conference for Dec. 15 in consolidated am proceeding on applications of Community Service Bcstrs. Inc., Ypsilanti, Mich., et al. Action Dec. 4.

■ On own motion, continued Dec. 27 prehearing conference to Jan. 5, 1962, in proceeding on applications of Flower City Tv. Corp. and Genesee Valley Tv Inc. for new tv stations to operate on ch. 13 in Rochester, N. Y. Action Dec. 4.

By Hearing Examiner H. Gifford Irion

■ Upon request by McAlister Bcstg. Co., continued Dec. 12 prehearing conference to Dec. 20 in proceeding on application of Neil N. Levitt for new am station in Roswell, N. M. Action Dec. 8.

■ Reopened record in proceeding on applications of Plains Radio Bcstg. Co. for additional time to construct KRKY Denver, Colo., et al., received in evidence Exhibit 1 of United Communications Inc., rejected United's Exhibits 2 and 3 and closed record. Action Dec. 5.

By Hearing Examiner David I. Kraushaar

■ Granted petition by W. R. G. Baker Radio & Tv Corp. for leave to amend its application for new tv station to operate on ch. 9 in Syracuse, N. Y., to correct errors in engineering portion of its application, which is consolidated for hearing in Docs. 14367 et al. Action Dec. 5.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Radio Alexander City for leave to amend its application for new am station in Alexander City, Ala., to specify operation on 1470 kc, 500 w, D, in lieu of 910 kc with same power and to make certain changes in its financial proposal; returned amended application to processing line and retained in hearing status application of Clay Service Corp., for new am station in Ashland, Ala. Action Dec. 7.

■ Granted motion by Burlington Bcstg. Co. and corrected as requested the transcript of record in proceeding on its application for new am station in Burlington, N. J., et al. Action Dec. 6.

By Hearing Examiner Forest L. McClenning

■ Scheduled further hearings for Jan. 15, 1962, in Milwaukee, Wis., for Jan. 16, 1962, in Chicago, Ill., and for Jan. 18, 1962, in St. Louis, Mo., in matter of revocation of license of KWK Radio Inc. for am station KWK St. Louis, Mo. Action Dec. 8.

■ Granted joint request by applicants, and extended to date to be specified by subsequent order, time for filing oppositions to petition of Putnam Bcstg. Corp. for enlargement of issues and petition by Port Chester Bcstg. Co. to amend in proceeding on their applications for new am stations in Brewster and Port Chester, N. Y. Action Dec. 8.

■ Pursuant to commission's memorandum opinion and order released on Dec. 4, scheduled further hearing for Dec. 19 in proceeding on applications of Beacon Bcstg. System Inc. and Suburban Bcstg. Inc. for new am stations in Grafton-Cedarburg and Jackson, Wis. Action Dec. 7.

■ Scheduled further hearing conference for Dec. in matter of revocation of license of KWK Radio Inc. for KWK St. Louis, Mo. Action Dec. 6.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Dec. 12

■ Granted licenses for following am stations: WSVM Valdese, N. C., and KANN Ogden, Utah, and specify main studio location and remote control point.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KSYC Yreka, Calif., and WLAY Muscle Shoals, Ala.

WCMB Harrisburg, Pa.—Granted license covering change from DA-2 to DA-N.

WGAU Athens, Ga.—Granted license covering use of formerly licensed main trans. as alternate main night and auxiliary daytime.

WNBZ Saranac Lake, N. Y.—Granted license covering use of former main trans. as auxiliary and operation by remote control.

KTIL Tillamook, Ore.—Granted license covering installation of auxiliary trans.

■ Granted renewal of license for following stations: KTRY Bastrop, La.; WABL Amite, La.; WAML Laurel, Miss.; WBEJ Elizabethton, Tenn.; WCLW Mansfield, Ohio; WDOD Chattanooga, Tenn.; WELB Elba, Ala.; WFCT Fountain City, Tenn.; WGRF Aquadilla, P. R.; WHAK Rogers City, Mich.; WJMR , WRCM (FM) New Orleans, La.; WLSI Pikesville, Ky.; WMFJ Daytona Beach, Fla.; WMFM (FM) Madison, Wis.; WMLF Pineville, Ky.; WROW Albany, N. Y.; WSPT Stevens Point, Wis.; WTCW Whitesburg, Ky.; WTHI-FM Terre Haute, Ind.; WTMJ Milwaukee, Wis.; WWJ Detroit, Mich.

WCTM(FM) Eaton, Ohio—Granted cp to increase ERP to 10 kw; ant. height to 185 ft.; make changes in ant. system; remote control permitted.

***KSFX(FM) San Francisco, Calif.**—Granted cp to change frequency to 90.3 mc; increase ERP to 54 kw; change type trans.; type ant., and make changes in ant. system; remote control permitted.

KLAY-FM Tacoma, Wash.—Granted cp to change ant.-trans. and main studio locations; make changes in ant. system (increase height); increase ERP to 3.6 kw; ant. 260 ft.

KMOD-FM Midland, Tex.—Granted mod. of cp to change trans. location; decrease ant. height to 330 ft.; change type trans. and make changes in ant. system.

WCUM Cumberland, Md.—Granted mod. of cp to change type trans.

WCCF Punta Gorda, Fla.—Rescinded Nov. 21 action which granted license for am station and specify studio location.

KMOD-FM Midland, Tex.—Granted extension of completion date to June 8, 1962.

Actions of Dec. 11

KMLB-FM Monroe, La.—Granted cp to change ERP to 11 kw; ant. height to 180

ft.; ant.-trans. location; make changes in ant. system; install new ant. and new trans., and change studio location.

WPEL-FM Montrose, Pa.—Granted cp to install new trans.

***WAMF(FM) Amherst, Mass.**—Granted cp to install new ant.

WRMT Rocky Mount, N. C.—Granted cp to move ant.-trans. and main studio locations and remote control point.

WSJV(TV) Elkhart, Ind.—Granted cp to install new auxiliary ant. at main trans. and ant. location.

KFRE-TV Fresno, Calif.—Granted cp to install auxiliary ant. system at main trans. site.

***WSND-FM Notre Dame, Ind.**—Granted mod. of cp to change type trans. and type ant.

WMVB-FM Millville, N. J.—Granted mod. of cp to change type ant. and type trans.

KTQM-FM Clovis, N. M.—Granted mod. of cp to increase ERP to 6.6 kw; ant. height to 125 ft.; make changes in ant. system, and change type ant.

WBGM(FM) Tallahassee, Fla.—Granted mod. of cp to increase ERP to 27 kw; decrease ant. height to 350 ft.; change ant.-trans. and studio location; type trans. and type ant.; remote control permitted; condition.

WREX-TV Rockford, Ill.—Granted mod. of cp to make changes in equipment (main trans. and ant.).

■ Following stations were granted extensions of completion dates as shown: WLIN (FM) Wausau, Wis., to Feb. 1, 1962; WRIT-FM Milwaukee, Wis., to Jan. 31, 1962; KCUF (FM) Redwood City, Calif., to April 30, 1962; WEZN-FM Elizabethtown, Pa., to June 5, 1962; WAVQ-FM Atlanta, Ga., to Feb. 1, 1962; KBYN (TV) Twin Falls, Idaho, to July 2, 1962; KXTV Sacramento, Calif. (aux. trans.), to March 19, 1962; KOLD-TV Tucson, Ariz., to Feb. 9, 1962.

KGAL Lebanon, Ore.—Granted authority to operate from 8:00 a.m. to 8:00 p.m., local time, on Christmas Day, Dec. 25.

WSAJ Grove City, Pa.—Granted authority to remain silent beginning Dec. 16 and ending Jan. 3, 1962.

KSID Sidney, Neb.—Granted extension of authority to July 1, 1962 to sign-off as early as 6:30 p.m.

Actions of Dec. 8

■ Granted cps for following new vhf tv translator stations: Kenneth O. Ray on ch. 4, Tierral-deb-mar and Sandlake, Ore., to translate programs of KOIN-TV (ch. 6) Portland, Ore.; Jicarilla Apache Tribe on ch. 9 Dulce, N. M. (KOB-TV [ch. 4] Albuquerque, N. M.).

Parker Tv Translators Parker, Ariz.—Granted cp for new uhf tv translator station on ch. 74 to translate programs of KOOL-TV (ch. 10) Phoenix, Ariz.

KLMS, Lincoln Bcstg. Corp., Lincoln, Neb.—Granted acquisition of positive control by **Howard A.** and **M. Marlena Shuman**, individually and as joint tenants, and **Beverly Jean Gingrich** (family group) through purchase of stock by **Howard A. Shuman** from **Wilton Van Sickle** and **Marie V. Van Sickle**, joint tenants.

KBBB Borger, Tex.—Granted license covering installation of new trans.

WJRI Lenoir, N. C.—Granted license covering increase in daytime power and installation of new trans.

WVBR-FM Ithaca, N. Y.—Granted cp to increase ERP to 920 w; increase ant. height to 270 ft.; change trans. location; install new ant. and make changes in ant. system; remote control permitted; waived Sec. 3.261 of rules to permit station to cease operation during Christmas, spring and summer vacation periods at Cornell University.

***WVKC Galesburg, Ill.**—Granted cp to change frequency to 90.5 mc.

KFML-FM Denver, Colo.—Granted cp to install new ant.; increase ERP to 10 kw; ant. height to 670 ft.

***WGRE(FM) Greencastle, Ind.**—Granted cp to change frequency to 91.5 mc; ERP to

Continued on page 103

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Dec. 14

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,611	61	88	852
FM	884	64	163	181
TV	487[1]	70	82	137

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Dec. 14

	VHF	UHF	TV
Commercial	496	87	556
Non-commercial	40	18	58

COMMERCIAL STATION BOXSCORE

Compiled by FCC Nov. 30

	AM	FM	TV
Licensed (all on air)	3,613	894	486[1]
Cps on air (new sations)	59	45	71
Cps not on air (new stations)	146	169	88
Total authorized stations	3,818	1,108	656[2]
Applications for new stations (not in hearing)	499	124	67
Applications for new stations (in hearing)	176	23	53
Total applications for new stations	675	147	120
Applications for major changes (not in hearing)	496	77	35
Applications for major changes (in hearing)	91	5	13
Total applications for major changes	557	82	48
Licenses deleted	0	2	1
Cps deleted	2	4	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses. [2] Includes one STA.

The man who wants to keep on top of his job

knows that to get ahead in business it's "how much do you know." He's well aware, too, that fertile sources of information are the pages of his businesspaper . . . advertising as well as editorial.

Look through this issue, for example It's filled with working knowledge of your business—facts about new products, new methods, new ideas . . . practical "how-to" and "what-with" data on a variety of products . . . information you can use in your work.

That's the main reason advertisers use so many pages in every issue —you, and other men like you, *do* use them as an excursion vehicle to business know-how. The fact is: ***advertising in businesspapers means business—for you . . . and for the advertiser.***

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Unusual opportunity for top-flight manager, strong on sales and promotion. Fine medium sized western market. Well established station—Good salary plus percentage of gross revenue. Can purchase up to 25% from absentee owners when you prove yourself. Send complete resume. Box 180J, BROADCASTING.

Sales manager, news director and first-phone announcer by south-central Texas daytimer under new ownership. Box 182J, BROADCASTING.

Sales

Radio salesman. Base salary $7800 plus 15% commission. Men averaging $10-15,000 year. We pay interview and moving expenses. West Michigan market 350,000. Station full-time am and fm. Resume must include past and present earnings and volume sold. Radio experience not required—sales experience is. Box 920H, BROADCASTING.

Southwest metropolitan area needs experienced permanent salesman. Must be self-starter with community interest. Write full particulars first letter. Box 150J, BROADCASTING.

If you are a salesman, if you are free to travel, if you are accustomed to earning upwards of—$20,000 yearly—then contact us —Immediate openings available for three high caliber salesmen. Must have some knowledge of radio time sales and be able to commence first of year. Apply—only if you are a salesman. Commercial Producers, Inc., 405 Park Square Bldg., Boston, Mass. Contact us collect by calling this number—HAncock 6-9266.

Sales manager. Progressive, farm station going to 5000 watts soon needs sales manager with experience in competitive markets. Must produce. Call or write Jim Wanke, General Manager, KABR Radio, Aberdeen, South Dakota. BA 5-1420.

Top c&w station needs good salesman interested in making excellent money. Minimum two years sales experience. Sales only. DJ's & pickers need not apply. Guarantee and commission. K-P-E-G, 3810 E. Boone, Spokane, Washington.

Have you the ambition, guts and prover. record to bet your future in a competitive market? No gravy train. . . . 6 stations in a 150,000 market. Lack of effective, accomplished salesman simplifies it. Salesman make 20% commission, plus car and sales expenses. No ceiling on what you can make. Sell a non rock and roll, quality popular music format plus Mutual news. Your chance to go to the top with an organization that wants 5 stations. Qualified parties can buy in. Air mail complete background and photo. J. D. Hill, KSSS, Box 764, Colorado Springs.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Announcers

Capable radio announcer desired by am-fm-tv station. Emphasis on voice quality and intelligent delivery. We are adult operation, not personality format . . . interested in maturity and permanence. Above average benefits, pleasant midwestern community. Box 745H, BROADCASTING.

Announcer-engineer. Central Pennsylvania station. Our need is immediate. Salary open. Send resume and tape to Box 758H, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Texas kilowatt seeking experienced, adult announcers. $90.00 week. Send resume, references to Box 24J, BROADCASTING.

Experienced announcer to divide time between air and production work. Must be good typist and know copy. This is permanent and your record must bear investigation. Ideal California city. 53J, BROADCASTING.

Dependable commercial announcer with at least 2 years experience. Located in eastern Pennsylvania. Successful non-screaming format. Play-by-play helpful but not necessary. Opportunity to grow with chain. Minimum of $85 to start—more if qualified. Regular raises. Personal interview necessary, but first send tape and resume to Box 63J, BROADCASTING.

If you know RCA broadcast equipment (1st eng.) and can announce or sell—there is a job for you in beautiful south Alabama. Needed December 26th. Box 64J, BROADCASTING.

Opening January 8 for announcer-salesman with mid-south station. Give full details with tape and picture. Write Box 95J, BROADCASTING.

Wanted: 1st phone announcers for dominate 5 kw in rich west Texas. . . . Write and send tape to Box 102J, BROADCASTING.

Top-notch dj for powerful number one 5kw in west Texas. Fastest growing market. Send tape and info to Box 103J, BROADCASTING.

Pacific northwest-Washington. Require immediately adult announcer first telephone. $100 week. Write Box 126J, BROADCASTING.

Experienced announcer, dj, bright, alert and responsible. Tight operation. Central Virginia—tv opportunity for right person. Send full resume, tape and photo. Box 134J, BROADCASTING.

Immediate opening for all nite disc-jockey with 1st phone. Adult music and news format, no maintenance, send tape and resume and salary to Box 135J, BROADCASTING.

Need announcer with 1st class ticket. Western New York station. Good growth possibilities. Send tape, resume. Box 165J, BROADCASTING.

Immediately for new Illinois daytimer. First phone combo man. Send tape & resume. Box 173J, BROADCASTING.

Best sounding station in state, quality top 40 needs good announcer with first class ticket. Top, four station chain. Send tapes to Box 200J, BROADCASTING.

Have opening on January 1, for mature good music announcer. All new equipment and studios. Write, KCCO Radio, Lawton, Oklahoma.

Need 1st phone announcer with emphasis on engineering ability. Contact Dean Seaton, KLOQ, Yakima, Washington.

Immediate opening. First phone-maintenance, announcing. Small, friendly town. KPOR, Quincy, Washington.

Going full time in January, need four announcers and newsman. Send air check and resume to WAME, Miami, Florida.

1st phone announcer. Immediate opening. Send resume, tape and salary requirements to Ken Spengler, WCVS, Springfield, Illinois.

Help Wanted—(Cont'd)

Announcers

Experienced announcer wanted. Write or phone Manager, WDLC, Port Jervis, New York.

Announcer strong on news to work 4 nights and 1 morning. Send tape, references and starting salary expected with resume. Must have a minimum of 1 year experience. All tapes will be returned. Contact William M. Winn, P.D. Radio station WESB, Bradford, Pennsylvania.

Night man for the wee hours. All-night show needs man with ideas and music knowledge to be friend and attract Miami's "night people." Send tape, resume and picture to Dick Doty, WINZ, Miami.

Experienced first class licensed announcer. Box 1056, Twin Falls, Idaho.

Top rated Florida goldcoast format station needs experienced swinging morning man. Send tape of d.j. show and news to WIRK, Box 2148, West Palm Beach, Florida.

News director—WLEC, Sandusky, Ohio, seeking experienced newsman to take ever operation of two man department. Emphasis on local news. Excellent fringe benefits—salary commensurate with experience. Send audition tape, resume and experience and picture to Karl Bates, Program Director, WLEC, Sandusky, Ohio.

First class licensed morning man capable of handling local news on air, help with remotes, light engineering, hours 5-9 and 4-6. Latest equipment. Middle-of-road. Apply in person or send tape, photo, wage experienced. Walter T. Gaines, Owner, WLFH, Little Falls, New York.

Newsman needed for live local news operation close to New York city. Modern air-conditioned building. Good working conditions, good salary, fringe benefits. WLNA, Peekskill, N. Y.

Merry Christmas to Dennis, Norm, and all other long lost buddies. This seemed the most logical place to put greetings where ya'll see it. PS, if you know somebody who wants a swinging combo, pays $150 and it doesn't get cold there, let me know. Bill Taylor, WORD, Spartanburg, S. C. And a swingin 62, 2U2.

Immediate opening for two experienced announcers. Must be professional and mature to qualify. Experience in production and/or news desirable. WSAC, Fort Knox, Kentucky. Phone ELgin 1-3121.

Newsmen needed for midwest radio-television news staff. Opportunity for tv coverage experience for radio men. Send all information first letter with tape, film and resume including salary requirements. Address news director, WTOL, Toledo 4, Ohio. Personal interview required.

Experienced announcer, handle local news on air, sports, sell, remotes, write own copy, maybe morning hours, latest equipment. Middle of road. Apply in person or send tape, photo, wage expected. Walter T. Gaines, Owner, WLFH, Little Falls, New York.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Small station needs first phone announcer. Prefer northwest resident. KENE, Toppenish, Washington.

Help Wanted—(Cont'd)

Technical

Chief engineer for metropolitan daytimer going directional night. Part of southern group building 3 stations. Good opportunity for experience working with group engineer. Excellent working conditions. Send photo—complete resume, salary requirements first letter, Box 490H, BROADCASTING.

If you know RCA equipment broadcast equipment (1st eng.) and can announce or sell—there is a job for you in beautiful south Alabama. Needed December 26th. Box 65J, BROADCASTING.

Chief engineer, maintenance and announcing, night shift, required by January first. Above average earnings. Contact General Manager, KATE Radio, Albert Lea, Minnesota.

Wanted: Combination chief engineer-announcer with first phone. Air shift and maintenance. Small market and local station. Send all information and tape to Allen R. McIntyre, KNDC, Hettinger, North Dakota.

Engineer-assistant chief. Man needed with directional experience to take care of antennae only, under supervision of consulting engineer. Chief responsible for audio, your job is pattern. Send resume to KSTT, Davenport, Iowa.

Help wanted . . . Chief engineer, daytimer, close to New York City. Maintenance and relief announcing. Good opportunity, call or write W.B.A.Z., Kingston, N.Y. FE 1-6300.

Chief engineer work on all new equipment. 5 kw am, 50,000 watts fm. Immediate opening WMIX, Mt. Vernon, Illinois.

Chief Engineer. Immediate opening. WVOS, Liberty, New York.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

If you are creative and can write effective commercial copy and have a good commercial voice, send resume and audition tape immediately to Box 796H, BROADCASTING.

Well established good music station desires a working program director who knows adult music and production. Good salary for a permanent qualified family man. Write full particulars in first letter. Box 151J, BROADCASTING.

Newsman—enlarging current staff. Experience in getting news more important than voice. Send tape, resume and salary. KSTT, Davenport, Iowa.

RADIO

Situations Wanted

Management

Major Market Sales Manager with long, successful record in one of the country's biggest, most competitive markets. Now ready to move into management post with aggressive group operation offering opportunity for greater advancement and income. Currently have complete responsibility for multi-million dollar national and local billing, sales training, promotion and merchandising. Experienced in all phases of management. Excellent reputation with advertisers and other broadcasters. Profit conscious and mature in all approaches to business and management. If you have a big city operation that can use more help at the top, it will pay us to talk together. Box 67J, BROADCASTING.

Operations manager—university graduate radio-tv, years of experience in all departments wishes to make your inside operation click. Box 75J, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager—with impressive fourteen-year management and personal sales record. Sincere, responsible, family man, seeks return midwest. Best media, personal, civic and ownership references. Box 77J, BROADCASTING.

31 year old family man, 15 years in radio sales and programming, 7 years in present position. Would like to find job as working manager or sales manager. Prefer Texas. Write Box 99J, BROADCASTING.

Dynamic young manager—sales manager available. 12 years experience. Write Box 137J, BROADCASTING.

Manager—Commercial manager . . . available immediately, prefer intermountain west. 36, family man, college graduate, LDS. Eleven years all phases radio including sales and station management. Box 138J, BROADCASTING.

Unusually fine record and background in major market sales on client and agency level. Excellent knowledge of broadcasting sales problems aided by further depth experience in sales promotion, research. Available due to station sales. Box 146J, BROADCASTING.

Good announcer, good salesman, first phone. Seeking job with future. Box 149J, BROADCASTING.

Manager, sales manager, 35, 15 years newspaper, radio experience. Excellent health, reputation. Cost, sales, operations, community conscious. $13-15,000; permanent. Box 154J, BROADCASTING.

Family man-10 years experience. Desires permanent position with growth potential. Responsible, good character. Box 155J, BROADCASTING.

Notice to absentee or group owner stations. Exceptionally capable management team (2) will move your station up the ladder . . . can take complete charge due to combined 20 years experience in sales, programming, promotion, etc. Location no problem. References. Can invest own capital. Write us today! Box 174J, BROADCASTING.

Manager-salesmanager. $15,000 current income desires to relocate for realistic opportunity. Available after January 31. All information first letter. Box 188J, BROADCASTING.

Looking for just plain good man? No high pressure! Probably can't double billing! Can keep even keel and clients happy! Experienced all phases broadcasting (except eng.). Have been actor on stage, screen, tv, past 10 years. Looking for small town operation. Phone or wire "Don," 914 Mtn. View Ave., Mountain View, California. YO 7-0550.

Sales

13 years experienced in radio-television-sales. Have sales-management experience. Looking for permanent position. Married, two children. Korean veteran. Age 29. Presently employed in metro station. Best references. Box 127J, BROADCASTING.

Announcers

Talented, versatile announcer who does everything well can add 3½ years experience to your staff. Currently employed in top market. Mature voice; excellent air presentation. Box 70J, BROADCASTING.

DJ—announcer. 2½ years experience. Can operate tight board. Not a floater or screamer. Would like to relocate near my home, N.Y.C. Box 72J, BROADCASTING.

Dj/announcer. Young, cheerful. Swinging. Convincing. Good production. Tape available. Box 92J, BROADCASTING.

Announcer. Experienced. Adult music. Prefers radio/tv opportunity. Sincere. Tape. Box 93J, BROADCASTING.

Announcer, dj, tight board, mature voice, experienced, want to settle. Box 100J BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Good music and newsman. Excellent voice. 5 years experience. Try me. Box 129J, BROADCASTING.

Top pro. Would like to work west coast. 5 years experience. Box 130J, BROADCASTING.

DJ—announcer. Dependable. Experienced. Be part of your community. Married, sober. Mature sound. Box 132J, BROADCASTING.

P.D., announcer, dj., wishes to relocate after January 1. Top rating in major Florida market. Currently employed. Married, prefer east. Tape on request. Contact now. Box 136J, BROADCASTING.

Attention, New York, Pennsylvania. Mature, middle of road announcer, good music, experienced, sell, write, married, $100.00 Box 143J, BROADCASTING.

Newsman—Experienced all major phases of news coverage. Professional delivery. Interested in news work only—no commercials—on radio and/or tv in east. Box 142J, BROADCASTING.

Southern Wisconsin, northern Illinois. . . . Young family man desires staff position. Experienced all phases. Box 147J, BROADCASTING.

Good announcer, good salesman, first phone. Seeking job with future. Box 148J, BROADCASTING.

Negro personality, dj & announcer. Experienced. Married—want to become part of your community. Box 152J, BROADCASTING.

Attention! Hawaii-Florida: Experienced professional now available. Personality "top 40" adult. First phone. Box 153J, BROADCASTING.

Fast, fast relief from tired ratings and a run-down sound with not one, but a combination of two fast acting format jocks. With those extra added ingredients of experience, originality, and 1st phones. If you swing in the midwest and want the best write Box 160J, BROADCASTING.

My audience thinks I'm good. How about you? I like top 40. How about you? I like major markets. How about yours? Box 163J, BROADCASTING.

Swinging dj, announcer. Fast board. Bright sound. Not prima donna. Not floater. Box 172J, BROADCASTING.

Announcer/first phone engineer desires job in mid-south. Presently employed. Will be available first of year. Experienced. Box 175J, BROADCASTING.

Sports announcer looking for sports minded station—best of references. Box 183J, BROADCASTING.

Experienced dj—Newsman seeks advancement. College, veteran, married. Box 184J, BROADCASTING.

Experienced, bright, happy sounding announcer seeks stable position with your station. Tight board—no floater. Box 185J, BROADCASTING.

Mature-voiced young veteran. Professional school graduate. Authoritative news. Intelligent dj. Reliable, travel anywhere. Box 186J, BROADCASTING.

Ambitious announcer dj. Experienced, young, bright, tight, good ad lib, will travel immediately. Box 190J, BROADCASTING.

Here's a dj, program director with news background to fill your Xmas stocking, radio-tv. Presently employed, seeking better opportunity—greater challenge. Box 191J, BROADCASTING.

Experienced announcer—dj. Friendly, selling sound. Box 193J, BROADCASTING.

Will country music sell in your area? An experienced c&w, & Gospel dee-jay will help you test the market on a trial basis. For full details, tape, write the Traveller. Box 196J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Ambitious announcer, negro, dj. Run tight board, want to settle. Experienced. Box 199J, BROADCASTING.

Spanish dj show—sports Hollywood news—taped 15 minutes. Write J. Williams Grayle Prod., 5805 La Mirada, Apt. 7, Hollywood 28, California.

Young, experienced announcer desires position in lower Michigan or northern Ohio. Family man. Write or call Colfax 3-9696, 427 S. Madison St., Adrian, Michigan, Bob Butler.

Bright, happy sound? I've got one. Good delivery, combo, tight board. Single, mature, fun loving vet. Seeking chance to gain more experience and training under a good p.d. Prefer south central market. Present job pays $90.00. Harry Kaindl, Jr., 3836 Maplewood, Dallas, Texas.

Experienced announcer — salesman — first phone. Available—January first. Any area—draft exempt. Box 8101, Nashville 7, Tennessee.

Announcer, dj. Some experience, tight board, desires permanent position. Emmett Ramsey, Cardington, Ohio.

Announcer prefers small Florida market. Broadcasting school graduate. Desires good music format. Can do play-by-play and news. Contact. Earl Rickey, 649 2nd Avenue South, St. Petersburg, Florida.

1st phone announcer seeks employment in New Mexico, Texas or Oklahoma in top 40 or country. Some experience. Contact Johnny Thomas, 6023 La Vista, Dallas, Texas. TA 6-3620.

Technical

Licensed 1945. Experienced, am/fm directional, high power, proofs. Dependable, no bad habits. Want supervisory/chief position. Write Box 161J, BROADCASTING.

Chief engineer: experienced directional, remotes. Family man, 12 years electronics. Available January. West or 50th state preferred. Box 162J, BROADCASTING.

Attention South Carolina! Man with 9 years experience in all phases of radio desires job with growing group as engineer. Presently managing small station. Would like job of inside operation management in addition to engineering. Best past references—civic minded—minimum, $130 weekly. Write Box 177J, BROADCASTING.

Engineer, married, 5½ years radio-television. Relocate Minn., Wisc. Available Feb. 1. Box 192J, BROADCASTING.

Beginning engineer—have first phone and ambition. Any area considered. Orval Keith, 5406 Newcut Road, Louisville, Kentucky.

Beginning engineer—short on experience, eager to learn, re-locating is no problem. Contact Jerry Moore, 3118 Carlson Drive, Dallas, Texas.

Production—Programming, Others

Newsman — mature journalism graduate, limited radio-tv experience. Available immediately. Prefer midwest. Box 16J BROADCASTING.

Program director, 8 years experience, network quality voice, desires air work in metropolitan market. 32 years of age-morning shift desired. Box 60J, BROADCASTING.

California, Arizona, New Mexico. Versatile, authoritative newsman wants challenging news minded metropolitan operation. 2 years eastern experience plus AFRS, plus newspapers, magazines. Married, 31, Harvard graduate. Excellent references. Box 76J, BROADCASTING.

News alive! Hard hitting news personalty. Know-how, impact! Eastern majors. Box 158J, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Copy that sells! TV, radio, Male, experienced. Box 194J, BROADCASTING.

News, sportsman. Strong local and beeps. Veteran, mature. Medium and large markets. Box 198J, BROADCASTING.

A fine program director for your medium market station. If you are a progressive employer and a fair dealer, phone 716-GL 8-8814.

TELEVISION

Help Wanted—Announcers

Experienced crew deal manager. Top earnings with television's foremost promotion firm. Start immediately. Box 164J, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted experienced announcer for tv station in progressive North Carolina market. Must be interested in news, married, young, native southerner preferred. Write Box 21J, BROADCASTING. Send resume of experience, education, salary expectations and include tape if possible.

Michigan television station looking for experienced newsman strong on air delivery. VHF station with long standing in news leadership. Write Box 176J, BROADCASTING.

Technical

Chief engineer wanted for Latin American tv station. Must have qualifications and experience take full charge operations and planning new installations. Excellent climate and living conditions. Salary open. Box 115J, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ TF (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space Situations Wanted—(Payment in advance)

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED
- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

SITUATIONS WANTED
- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

FOR SALE
- ☐ equipment

WANTED TO BUY
- ☐ stations
- ☐ equipment

ADDITIONAL CATEGORIES
- ☐ Instructions
- ☐ Business Opportunity
- ☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

Help Wanted—(Cont'd)

Technical

Experienced maintenance supervisor needed for western tv-am-fm. Installation experience desirable. Include salary requirement with resume. Box 170J, BROADCASTING.

Chief engineer wanted for established N.Y.S. uhf station. Applicant must have working knowledge of transmitter, studio equipment, film chain and microwave. Submit details first letter. Position open January 1st. Box 189J, BROADCASTING.

Immediate opening for 1st class engineer with tv broadcast experience. Transmitter, recording, and master control duties. Familiar with Ampex vtr. Contact John F. Browne, C. E., WTVS, 9345 Lawton Ave., Detroit 6, Michigan.

WTOC-am-fm-tv, Savannah, Georgia, has opening for first class engineer. Reply by letter to chief engineer, giving complete qualifications, references, photographs and salary requirements for 50 hours.

Television director of engineers. Permanent employment, must be experienced in installation, operation and maintenance. Ability to modify and construct transmitter, convert present equipment from Channel 13 operation to Channel 12. Send resume. Mr. Joseph A. Paretti, President, New Orleans Television Corp., station WVUE-TV New Orleans, La. Phone JA 5-9011.

Production—Programming, Others

Newsman, reporter-writer-newscaster, to join 10-man major southwestern market tv staff, air featured newscast, support others: CBS affiliate: vacancy now. Box 32J, BROADCASTING.

TELEVISION

Situations Wanted—Management

TV program manager desires to relocate due to merger. Fourteen years experience programming. Film buying, videotape & operations. Married, degrees, and exceptional references. Box 120J, BROADCASTING.

Sales

Salesman—sales manager, available immediately. Eleven years radio sales, sales management, station management. Nine years associated with companion tv. 36, family, LDS. College graduate. Prefer intermountain west. Box 139J, BROADCASTING.

Announcers

TV announcer, 10 years radio/tv for professional operation. Excellent on-camera, booth. Box 86J, BROADCASTING.

Production—Programming, Others

Radio-tv newsman. Six years experience. Reporting, editing, writing, broadcasting. Box 14J, BROADCASTING.

Experienced news director: News-in-depth specialist for station topping competitive market or planning to. Good air work, references. Box 144J, BROADCASTING.

Wanted: Increased responsibility and money as production manager. Experienced all phases, live/tape, announcer, newsman, etc. West coast only. Box 195J, BROADCASTING.

FOR SALE

Equipment

2—**Ampex VR-1010** color conversion kits. 1—Ampex color standard. All in new condition. Will sell for fraction of original price. Box 991H, BROADCASTING.

1—**Dumont B&W scanner,** including 2 film, 2 slide and 2 opaques. Not quite a complete system. Will sell all or individual units. Box 992H, BROADCASTING.

For sale: 595 foot Dresser-Ideco guyed tower. Designed to support 44 thousand pound tv antenna. Dismantled. Ready for shipment. $10,000.00. Box 58J, BROADCASTING.

For Sale—(Cont'd)

Equipment

General Electric BT-1-A 250 watt fm transmitter. Clean, reliable, recently overhauled and in excellent condition. Can be multiplexed. $750.00. Box 79J, BROADCASTING.

For sale: 1½ year old Gates 101 spot. Excellent condition. Complete with remote control. In use; cartridge equipment replacing. Best offer over $575. KATI, Casper, Wyoming.

Gates RCM 20 remote control, studio and transmitter units. 6 years old. Excellent condition. Write or call Claude Schoch, WMIX, Mt. Vernon, Illinois.

Collins 250 watt 300-C1 transmitter, tubes & crystals, Lehigh S/S 180′ tower, lights & insulators. Asking $500.00. Write WNLC, New London, Connecticut.

FM transmitter or rf amplified—as is condition. Contact Don F. Volkman, 105 N. Fourth St., Centerville, Indiana. Telephone 2753.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Equipment

AM broadcast used equipment—Frequency monitor, 4 or 6 channel consolette, field intensity meter, Gates level devil. Box 141J, BROADCASTING.

250 ft., guyed tower with base, lighting. Radio, Summerville, Inc., Box 484, Summerville, South Carolina.

Broadcasting equipment bought and sold. SOS, 270 N. Crest Rd., Chattanooga, Tenn.

Wanted equipment: 250 watt or 1 kw fm transmitter, also fm frequency mod. monitor. Contact Russ Salter, WKKD, Aurora, Illinois.

WANTED TO BUY

Stations

Medium market radio station wanted by successful broadcasters. Must justify asking price. No brokers. Box 166J, BROADCASTING.

Want AM station in New York's Hudson Valley (between Albany and New York City). All offers given full confidential consideration. Will consider retaining present management and staff. Box 197J, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

FCC first phone license in six weeks Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting January 3, March 7, May 9, July 11. For information, references and reservations write William B. Ogden Radio Operational Engineering School. 1150 West Olive Avenue, Burbank, California.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in 6 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low tuition covers everything until license secured. Pathfinder Method. 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Program polkas? 22 long plays for $25.00 check. Prepaid. Polkaland, 2318 Saemann, Sheboygan, Wisconsin.

MISCELLANEOUS

Wanted information regarding location of Cameron Bud Lee . . . Ivan Lee . . . Buddy Robin 5 ft 6″ 150 pounds. Possibly driving tan 1960 Ford station wagon. If you know his location call collect immediately—J. D. Hill, Box 764, KSSS, Colorado Springs.

Deejays—Have a merry Xmas! Fill in with 4 files of funny one-line gags. All four folios $7.50. Show-Biz Comedy Service. (Dept. DJX) 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Experienced Time Buyer
and Radio-TV Oriented
Account Executive

Our growing agency seeks a thoroughly experienced ad man to head our Radio-TV Department. Good background in package goods promotion, broadcast budgeting, market and station selection required. We also have opening for Account Executive to work with food and drug accounts using broadcast media extensively. Send full resume with dates, names and places. These positions pay well to start and offer the usual and some unusual fringe benefits. Box 159J, BROADCASTING.

Business Opportunity

Am looking for partner in progressive radio station in intermountain area population 119,000, would like you to be willing to invest $45,000 for 45 percent of station with option to buy 50 percent. Station is 1000 watt daytimer currently in black. Box 579H, BROADCASTING.

Co-ownership in the best-equipped facility in Colorado Springs. You should have a proven record of management or sales management and be dissatisfied until we have 5 profitable stations. Minimum of $20,000 cash required. Will give option to buy up to 50%. Write J. D. Hill, Box 764-KSSS, Colorado Springs.

RADIO

Help Wanted—Sales

BROADCAST SALES ENGINEERS WANTED

Immediate opportunity for sales engineers to manage broadcast equipment sales, headquartering in:

Washington, D. C.

Cincinnati, Ohio

The main requirement is a broad background in radio, combined with some sales experience. Also, must be aggressive, responsible, and with a deep desire to sell equipment. Excellent starting salary with an attractive incentive program and all travel expenses paid. Become part of the dynamic expanding sales organization of a nationally known electronics manufacturer. Send resume immediately to Box 178J, BROADCASTING.

TIME SALES

An experienced, creative time salesman is needed for a new and unique closed circuit television network. Experience must be with both national and New York local accounts. This is a new project by a well-established organization. Its potential is extensive; therefore salary is commensurate with experience and apparent ability to fulfill that potential. Please send resume to:

Mr. B. Marcus
130 East 59th Street
New York 22, New York

Announcers

ANNOUNCER WANTED

Group operation in top major market is auditioning for experienced announcers. We are looking for quality voiced men who have sound knowledge of today's popular music; top tunes from yesteryear; thorough understanding of tight production; and, most important, capable of taking direction.

Please do not answer this advertisement if you lack any of the above qualifications. And please, no teen-age appeal screamers!

Program director position with group a possibility after proving you are top notch producer.

Airmail-special delivery aircheck with complete resume to Box 187J, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

MORNING MAN

Personality needed for midwest metro market. Must have ability to draw adults with lively sound. Send tape, resume, salary.

Box 133J, BROADCASTING

Production—Programming, Others

NEWS DIRECTOR

Needed to lead three-man department (plus network) in mid-west metropolitan area. Should be familiar with modern format. Send resume, tape, and salary.

Box 140J, BROADCASTING

PROGRAM DIRECTOR

Leading station in top ten market needs program director with imagination, ideas and knowledge of today's radio. Must have a showmanship flair and yet be able to handle details and get along with people. Station enjoys excellent image. But we want to improve it. If your knowledge is limited to radio of 1930 or if you know only how to play top tunes and shout at people, don't bother to apply.

Box 201J, BROADCASTING

RADIO

Situations Wanted—Announcers

Quality announcer. Top ratings in top 7 market. Experienced dj, newsman and program director. Offer future for my family.
Box 179J, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

ATTENTION!

I've got two offers now, who will make it three. 4 years top 40 experience. Also experience in programming and production. Phone Larry Light—TE 1-5785, Cincinnati, Ohio.

TELEVISION

Help Wanted—Technical

TV CHIEF ENGINEER

Established major market VHF station. Successful applicant must have superior qualifications for this opportunity including experience in supervision and operations, as well as know how to do any supervised job himself if necessary. No arm chair administrators wanted. Detailed resume in confidence to Box 116J, BROADCASTING.

FOR SALE

Stations

BOSTON

Class B Stereo Multiplex FM station. Priced for immediate sale. Lynn 9-2213.

Box 702H, BROADCASTING.

CALIFORNIA METRO

5000 watt fulltime regional in one of the states most desirable markets. 1960 gross over $600,000 with a cash flow approaching $200,000. Priced at less than one and one-half times last year's gross on terms of 29% down; less for all cash. Box 987H, BROADCASTING.

FLORIDA MONEY MAKER

Power-packed full time outlet in own specially designed studio-transmitter building and serving prosperous area with population of 200,000.

Box 145J, BROADCASTING

Radio station, New York State. 400,000 market. Liberal terms for quick sale. $100,000.

Box 109J, BROADCASTING

For Sale—(Cont'd)

Stations

BEAUTIFUL

Alabama daytimer in med. market. All new, station and equipment. Unusual absentee ownership circumstances force immediate sale. Don't waste time in contacting us. *Priced to sell.*
Box 171J, BROADCASTING

Mich	single	daytimer	60M	terms
Iowa	single	fulltime	77M	15dn
Fla	small	power	90M	29%
West	small	VHF-TV	150M	29%
Ga	metro	fulltime	175M	cash
South	major	fulltime	400M	100dn
N.E.	Top 30	daytimer	425M	terms

And others.

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Indiana single regional $78,000—N. Y. State major regional $135,000—Tex. fulltimer $70,000—Texas daytimer $70,000—Tex. medium $160,000—Tex. metro $275,000—Tex. metro $425,000—La. single $26,950—La. single $40,000—La. major $75,000—Ark. major $180,000—Tenn. single $82,500—Tenn. major $225,000—Tenn. major $375,000—Fla. medium $170,000—Fla. metro $225,000—Fla. major power $237,000—Fla. major power $550,000—N. M. medium $150,000—N. M. major $250,000—Miss. single $40,000—Miss. single $45,000—Okla. single $100,000—Ala. major $300,000—20 others! Contact:

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

1. SOUTHWEST. Absentee owned. Exclusive. Full time. Doing $50,000. Asking $80,000. 29% down.
2. CALIFORNIA. Daytimer. Asking $75,000. $15,000 down.
3. EAST. Top market. Daytime. Absentee owned. Asking $102,000. 29% down.
4. SOUTH CENTRAL. Major market. Full time. Asking $180,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif HO. 4-7279

For Best Results
You Can't Top A
CLASSIFIED AD
in
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 97

115 w.; ant. height to 160 ft.; main studio location (trans. location); type trans. and type ant.

KHOM(FM) Turlock, Calif.—Granted cp to change frequency to 93.1 mc.

KGB-FM San Diego, Calif.—Granted mod. of cp to change trans. location; decrease ERP to 74 kw; ant. height to 120 ft.; and change type trans.; remote control permitted.

KEMO(FM) St. Louis, Mo.—Granted mod. of cp to make changes in trans. equipment; condition.

KFNB(FM) Oklahoma City, Okla.—Granted mod. of cp to change ant.-trans. and studio location; increase ERP to 3.3 kw and increase ant. height to 420 ft.

KPLY Crescent City, Calif.—Remote control permitted (two remote control points).

KALV Alva, Okla.—Granted extension of authority to Feb. 1, 1962 to sign off at 7:00 p.m.

Actions of Dec. 7

WISP, Diehl Bcstg. Co., Kinston, N. C.—Granted assignment of cp to **Smiles of Kinston Inc.**

■ Granted licenses for following am stations: WSHN Fremont, Mich., and WERL Eagle River, Wis.

***WVKC Galesburg, Ill.**—Granted license for noncommercial educational fm station.

■ Granted licenses for following fm stations: WLNR-FM Lansing, Ill.; WTTN-FM Watertown, Wis.; WELF Glen Ellyn, Ill.; WSPT-FM Stevens Point, Wis.; WISN-FM Milwaukee, Wis.

WPRS Paris, Ill.—Granted license covering installation of old main trans. as auxiliary trans.

WDLB Marshfield, Wis.—Granted license to use old main trans. (main trans. location) as auxiliary trans. daytime and alternate main trans. nighttime.

WISM Madison, Wis.—Granted license to use old main trans. (composite) (main trans. location) as auxiliary trans. day and nighttime.

WBIZ Eau Claire, Wis.—Granted license covering installation of old main trans. as alternate main trans. night, and auxiliary trans. daytime.

K72BH, K77AX, K80A2 Mason, Tex.—Granted cps to replace expired permits for uhf tv translator stations.

KMLB Monroe, La.—Granted cp to change ant.-trans. location; main studio location; make changes in ant. system (decrease height of east tower); ground system, and make changes in DA system (decrease height of towers).

■ Granted cps to install new trans. for following stations: KXEO Mexico, Mo., and WSFC Somerset, Ky., condition.

WSFC Somerset, Ky.—Granted cp to install old main trans. as auxiliary trans. at main trans. location; condition.

WCSH-TV Portland, Me.—Granted mod. of cp to change trans. location approximately 800 ft., northwest of original site (change in geographical coordinates only; no change in description) and changes in ant. structure; ant. height 930 ft.

***WAIQ(TV) Montgomery, Ala.**—Granted mod. of cp to change ERP to visual 229 kw, aur. 124 kw; ant. height 590 ft.; type trans.; type ant., and make other equipment changes.

WARM Scranton, Pa.—Waived Sec. 3.30 (a) of rules and granted mod. of license to extent of permitting establishment of main studio beyond corporate limits of Scranton, Pa., to become effective upon notification that operation has commenced from proposed new studio.

■ Following stations were granted extensions of completion date as shown: KDEF Albuquerque, N. M., to March 19, 1962; KTIP Porterville, Calif., to March 1, 1962; WZUM Carnegie, Pa., to Feb. 1, 1962; WKAP Allentown, Pa., to Feb. 1, 1962; KSCB Liberal, Kans., to June 7, 1962; KNEZ Lompoc, Calif., to March 5, 1962, and WFMH Cullman, Ala., to Jan. 31, 1962.

Actions of Dec. 6

WRWR-FM Port Clinton, Ohio—Granted SCA on multiplex basis.

KUPD-FM Tempe, Ariz.—Granted SCA on multiplex basis.

KWIN Ashland, Ore.—Granted extension of authority to sign-off at 6:30 p.m., except for special events, for period ending April 15, 1962.

KFNF Shenandoah, Iowa—Granted authority to sign-off at 7:15 p.m., Mon.-Sat., inclusive, and 7:30 p.m., Sunday, for period ending Dec. 21.

KANA Anaconda, Mont.—Granted extension of authority to May 1, 1962, to sign-off at 6:05 p.m., seven days per week.

WDCR Hanover, N. H.—Granted authority to remain silent Dec. 7 to Jan. 2, 1962.

WBCK Battle Creek, Mich.—Granted mod. of cp to make changes in nighttime DA pattern.

WRAN Dover, N. J.—Granted mod. of cp to change trans. location to two miles East-North-East of Mt. Freedom, near Mt. Freedom, N. J., change type trans. and make changes in ant. system.

KCDI Kirkland, Wash.—Granted mod. of cp to change ant.-trans. and studio location.

Actions of Dec. 6

Coalville Area Tv Assn. Coalville, Utah—Granted cps for new uhf tv translator stations on chs. 9, 11, and 13 to translate programs of KUTV (ch. 2), KCPX-TV (ch. 4) and KSL-TV (ch. 5), all Salt Lake City, Utah.

KGFF Shawnee, Okla.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: WALE Fall River, Mass., to Feb. 1, 1962; WEAW Evanston, Ill., to Jan. 15, 1962; WGTA Summerville, Ga., to Feb. 1, 1962; KAWA Marlin, Tex., to Feb. 1, 1962; KVRE Santa Rosa, Calif., to Feb. 1, 1962; WSLS Roanoke, Va., to March 1, 1962; WBHM Birmingham, Ala., to May 4, 1962, and WRAN Dover, N. J., to May 31, 1962.

Action of Dec. 1

Kern County Bcstg. Co., Bakersfield, Calif.—Granted application for on-channel booster to transmit signal of its station KLYD-TV (ch. 17) Bakersfield.

Rulemakings

■ By memorandum opinion & order, commission denied petitions for reconsideration so as to add Columbia, S. C.; Akron, Ohio; Portland, Me.; Milwaukee, Wis.; Toledo, Ohio; Saginaw-Flint-Bay City, Mich., and Jackson, Miss., to those cities listed in Aug. 3 report & order in Doc. 13340 for consideration of short spaced, additional vhf channel assignment; denied petition by Assoc. of Maximum Service Telecasters Inc. requesting that decision be set aside to extent that any new vhf assignments are contemplated at short spacing, but modified report & order to require stations using DA to install suitable reference ant. as part of original installation, as recommended by AMST; and denied petition by Camellia Bcstg. Inc. (KIFY-TV ch. 10), Lafayette, La., requesting that no consideration be given to assignment of ch. 11 at Baton Rouge at less than required 60-mile adjacent channel spacing. Memorandum opinion & order added New Orleans, La., to list of cities in report & order in Doc. 13340 for which short spaced vhf channel (ch. 12) will be considered, as petitioned for by New Orleans Tv Corp. However, since that channel is already assigned New Orleans, no further rulemaking is required, but commission will entertain application to modify outstanding cp for ch. 12 accordingly, and interested parties may respond to application. Comr. Lee dissented. Memorandum opinion also denied petitions for rulemaking by Springfield Tv Bcstg. Corp. to add short spaced assignment to Worcester, Mass., and by Florida Educational Television Commission to add ch. 11 for noncommercial educational use at short spacing at Orlando, Fla. Chmn. Minow dissented to Orlando denial.

PETITIONS FILED

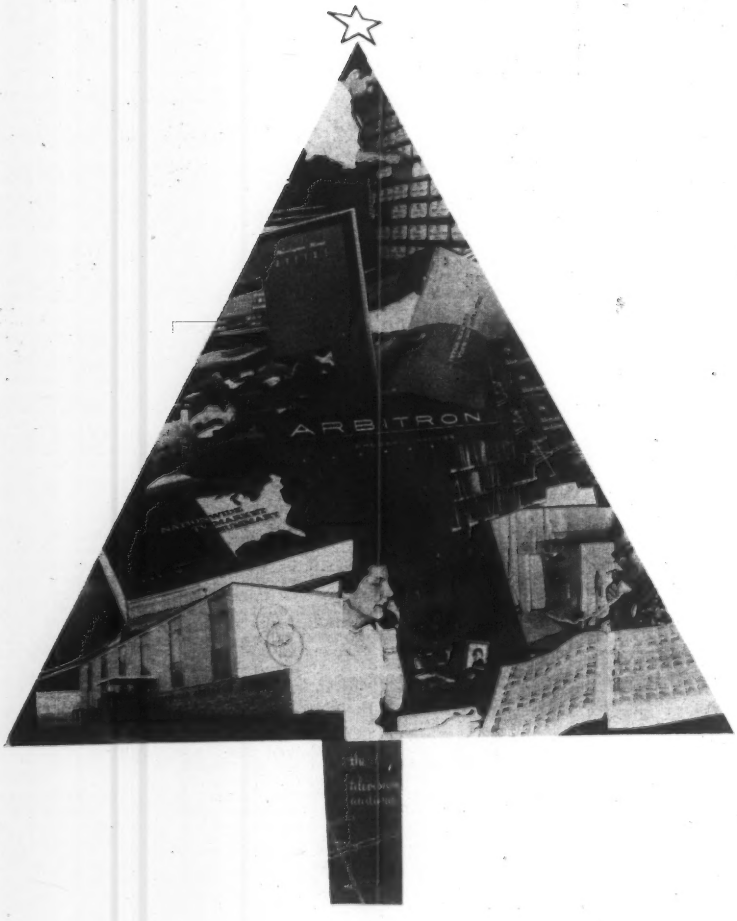
Sec. 3.606: Gann Tv Enterprises, (KDAS-TV), Kingsburg, Calif. (11-20-61)—Requests assignment of ch. 21 from Hanford, Calif., to Kingsburg, Calif. Ann. Dec. 8.

Sec. 3.606: Jay Edwards, William Wheat and James A. Chase, Angola, Ind. (12-1-61)—Requests amendment of rules so as to assign uhf ch. 26 to Anderson, Ind., in lieu of ch. 83, now assigned. Ann. Dec. 8.

Distribution of tv programs by catv systems: WSTV-Inc. (WBOY-TV), Clarksburg, W. Va. (12-1-61)— Requests institution of rulemaking proceedings looking toward adoption of new rule and in addition; or alternatively, proposed rule as set forth therein. Ann. Dec. 8.

PETITION DENIED

Sec. 3.606: Alvarado Tv Inc., (Station KOAT-TV), Albuquerque, N. M. (8-22-61)—Requests amendment of rules so as to delete ch. 2 assigned to Santa Fe, N. M., and assign ch. 2 to Albuquerque, N. M., or, in alternative, to change assignment of ch. 2 so as to make it available in both Santa Fe and Albuquerque as hyphenated assignment: "Albuquerque-Santa Fe, New Mexico." Denied by memorandum opinion & order adopted Nov. 21, 1961, and released Nov. 27, 1961.



Season's Greetings from ARB

OUR RESPECTS to Dr. Elmer William Engstrom, president of RCA

Broadcasting has grown up with the men who run it

Asked how it feels to be the new president of a corporation he's been with for the past 31 years, Dr. Elmer W. Engstrom, who has been in the office only since Dec. 1, said last week: "Well, I feel rather comfortable."

In this immediate reaction, Dr. Engstrom was displaying a sample of that dry sense of humor that has won him friends and influenced his associates during his career.

Dr. Engstrom, with broad background in science and technology, has been active in the past several years in administration, supervising whole areas of activity that represent about a third of RCA's total volume business.

As Dr. Engstrom will express it, RCA essentially is in the business of technology, and this has become successively more true. In the past 10 years, RCA's activity has changed from 80% in entertainment products to more than half of its volume in industrial, government and space communications.

It was at RCA that Dr. Engstrom worked as an engineer—when, he recalls, broadcasting was but an infant—helping to develop a single control on the radio receiver to replace a cumbersome row of knobs.

Since that time both RCA and Dr. Engstrom have advanced along the electronics road from radio (and later tv) to radar, acoustics, airborne and land-based television, and space communications.

Extensive College Career ▪ Elmer William Engstrom was born in Minneapolis on Aug. 25, 1901. He attended elementary schools in St. Paul, and received a Bachelor of Science degree in electrical engineering at the U. of Minnesota in 1923. His college career did not stop there, however. Twenty-five years later New York U. conferred on him an honorary degree of Doctor of Science, and on March 23, 1960, and again on June 4, 1961, he was awarded honorary Doctor of Laws degrees from both Findlay (Ohio) College and Rider College, Trenton, N. J.

After his graduation from Minnesota, Dr. Engstrom became associated with General Electric in 1923 and was assigned to the radio engineering department. At the time, he worked on high-power radio transmitters and their installation. Later he was assigned to develop broadcast receivers, and when commercial activity began in sound motion pictures, he took charge of engineering development and apparatus design.

GE's radio engineering and manufacturing activities moved to RCA in 1930, and Dr. Engstrom continued as division engineer in charge of "Photophone"—sound motion picture apparatus, development and design—for RCA Mfg. Co. at Camden.

Tv Experiments ▪ From then on, Dr. Engstrom took part in an evaluation of the then-experimental television medium, directing research toward tv's practical use.

Black-and-white tv research predated for Dr. Engstrom and his associates similar work on color, an effort that culminated in the development of RCA-pioneered compatible color tv.

These twin marks in his career Dr. Engstrom even now considers the "most impressive" of all of the many scientific developments with which he's been associated.

Dr. Engstrom's position in the broadcast field dates from a National Television Systems Committee membership at the time tv standards for broadcasting were being set, and color tv transmission signal specifications were adopted.

In 1942, he became director of general research when all RCA research activity was centralized at Princeton; director of research, RCA Labs in 1943; vice president in charge of research of RCA Labs division in 1945; vice president in charge of that division in 1951; executive vice president there in January 1954, and also for research and engineering in June of that year; and senior executive vice president for RCA on Oct. 21, 1955.

A Misnomer ▪ To friends and associates RCA's prominent scientist-president is known as "Shorty" Engstrom.

Elmer William Engstrom
Rather comfortable in prominence

What may be the first public revelation of how Dr. Engstrom, who really is not undersized (he's about 5′ 7″), got his nickname:

Soon after he joined GE, a group of trainees including Dr. Engstrom had breakfast together, and introduced themselves. One fellow mentioned the difficulty of remembering names and said that to help the situation, he'd call himself "Lanky." This engineer—who was very tall and towered over his companions—then pointed at Dr. Engstrom and said, "and you be 'Shorty'—you *are* shorter than I am."

Regardless of his physical stature, Dr. Engstrom's prominence in radio science has few peers. In a recent RCA announcement detailing some of Dr. Engstrom's awards, recognition, and authorships, it took 34 typewritten lines to list them. His government advisory, and scientific associations and memberships are also detailed and inclusive.

As a daily commuter to New York, where he'll spend more time now, Dr. Engstrom is a 7:30 man. He leaves home that time in the morning, drives to work and then returns home to Princeton, N. J., approximately 12 hours later.

This leaves him little "off time," but over several years in Princeton, Dr. Engstrom, a man of serious and academic mien, has devoted considerable energy to expansion plans of the local YMCA-YWCA program, the Princeton Hospital, and the Westerly Road Church (non-denominational). He's a trustee or officer in each of these institutions.

Dr. Engstrom married the former Phoebe Leander in 1926, whom he met while he was a student at Minnesota. Mrs. Engstrom is an accomplished artist, specializing in still life and portrait paintings at present.

They have a son, William Leander Engstrom, 27, who works with RCA's astro-electronic division.

How It Began ▪ How did Dr. Engstrom's early interests turn to radio? At the university, he caught some of the "spirit and enthusiasm" about radio conveyed by a faculty member, C. M. Jansky Jr., now chairman of Jansky & Bailey, consulting engineering firm in Alexandria, Va.

Dr. Engstrom's "avocation" actually is an interest which mixes well with extensive travel he must do for RCA: he's an amateur photographer.

As a tv viewer, Dr. Engtrom, aside from professional interest, is not much different from the usual executive with limited leisure, and views moderately.

Up a Kingstree

AN FCC examiner last week issued a recommendation of denial of license that we hope will be adopted verbatim by the FCC.

We express that hope because we believe it would provide an ideal test case to develop clear definitions of FCC powers under the U. S. Constitution.

The case is that of WDKD Kingstree, S. C. Examiner Thomas H. Donahue recommended that a license renewal be denied on a number of grounds including these:

- The licensee had permitted a disc jockey to make obscene broadcasts.
- The station had carried a "horrendous number" of commercials.
- The station had failed to live up to the programming standards issued by the FCC in its policy statement on programming in July 1960.

In his recommendations Mr. Donahue also dwelt at length on his thesis that the laws of obscenity, as applied by courts to other media, do not equally apply to broadcasting. He cited no authority but himself for that thesis, and we doubt another can be found or that he would be sustained by any court of stature.

He also implied that the First Amendment provides less protection for broadcasting than for other media.

As we said when the case was being heard, the wrong defendant was tried in the wrong forum under the wrong law. There is a federal law that makes it a crime to broadcast obscenity, indecency or profanity. If the government thought it had an obscenity case, it should have tried the disc jockey in a court before a jury under the criminal law. If a conviction were obtained, the disc jockey's employer could then have been brought before the FCC for improper supervision of his station.

The FCC chose a shortcut. It tried the obscenity issue and the licensee at the same time. This does not strike us as a tidy way to administer justice.

Club and gown

IF WNTA-TV New York is converted to non-commercial, educational broadcasting, the conversion will be credited in large measure to the intervention of FCC Chairman Newton Minow and his principal assistant, Tedson Meyers.

As a story elsewhere in this issue explains, Messrs. Minow and Meyers acted as arbiters to resolve a number of difficult conflicts that arose after the owners of the commercial station agreed to sell it to Educational Television for the Metropolitan Area Inc. Indeed it may be said that Mr. Minow —aided by a majority of his colleagues, who presumably knew what they were doing—intervened *before* the WNTA owners had made up their minds to sell. After news stories had reported that ETMA had been outbid by other prospective buyers who intended to retain the station's commercial status, the FCC issued a public notice that had the practical effect of queering any commercial sale.

The notice stated the commission's intention to begin an inquiry into ways of converting to educational use one of the seven vhf commercial channels in each of two cities, Los Angeles and New York. The notice alone was enough to discourage commercial buyers.

Not many, least of all the proprietors of surviving commercial television stations in New York, will object to Mr. Minow's purposes. The transformation of one of the city's seven vhf outlets from commercial to non-commercial use would mean that total advertising revenue would be split six ways instead of seven. It also promises to supply types of small-audience programming that cannot be presented in volume on commercial outlets. On the surface, everyone seems to win and no one to lose—except perhaps the sellers who are taking a lower price than they might have obtained from a commercial buyer.

But we are concerned about the precedent this kind of government intrusion sets. No matter how admirable the cause or how circumspect the action of government officials, the presence of FCC executives at the negotiating tables in a deal of this kind establishes procedures that invite abuses.

The other seven-station market that has been marked as a possibility for similar conversion of one station to educational broadcasting would seem to be a tempting location for Mr. Minow's next excursion into brokering. The same kind of persuasion that was used in New York could, perhaps with modifications, be used in Los Angeles.

Or it could be used anywhere else, once the precedent is accepted, for all kinds of manipulations by all kinds of FCC chairmen.

In the latter stages of the WNTA-TV negotiations, Mr. Meyers became the acknowledged arbiter who actively participated in negotiations—much as a station broker brings together buyer and seller when disagreements arise. His role is officially justified on the grounds that FCC was a party of interest because it was involved along with the others in the case in a court appeal. That justification would carry more weight if the whole deal had not been precipitated in the first place by the deliberate timing of the FCC's public notice of inquiry.

Season's greetings

IT IS hard to keep up a full head of critical steam—even about the FCC meddling ex parte style—when the sound of caroling is heard on the air and holly wreaths and mistletoe appear on the screen.

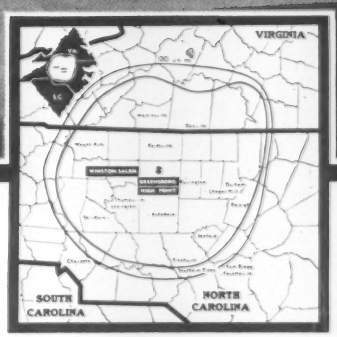
The humbug of bureaucrats, the noise of competitive claims, the rivalries, strife, crises and nonsense that make the radio-tv business vibrant and exciting are suddenly, like magic, drowned out by the jingle of little bells.

These moments of calm are welcome, not least of all because they give us a special opportunity to express our appreciation to our readers and wish them, each and all, much joy, peace and good fortune.

Drawn for BROADCASTING by Sid Hix

"Why can't you just SING along with Mitch like everybody else?"

PERSONALITY AT WORK!



Brenda's birthday party on WFMY's "Dance Party" was one of the show's recent high points for host Bob Waddell and his teen-age friends. "People say kids don't think of anything but having a good time . . . You should have seen their response when we asked for cards and gifts to brighten Brenda's birthday." Brenda Sue Culbreth, a victim of multiple sclerosis, cannot dance, but like teenagers and adults throughout WFMY-TV's area of 466,640 TV homes, she loves to watch the kids on "Dance Party". Bob Waddell is a confirmed "teen booster"; he likes 'em—even to the point of learning their latest knee-knocking dance. And do they like him! He is in constant demand as a singing (swinging) emcee in schools, at dances and beauty contests. In WFMY-TV's 44-county service area, Bob Waddell is a teen-age rage!

CHANNEL 2 CBS

wfmy-tv

GREENSBORO, N. C.

"Now In Our 13th Year Of Service"

SEAL OF GOOD PRACTICE

Represented by Harrington, Righter & Parsons, Inc.

SERVING THE PROSPEROUS PIEDMONT